

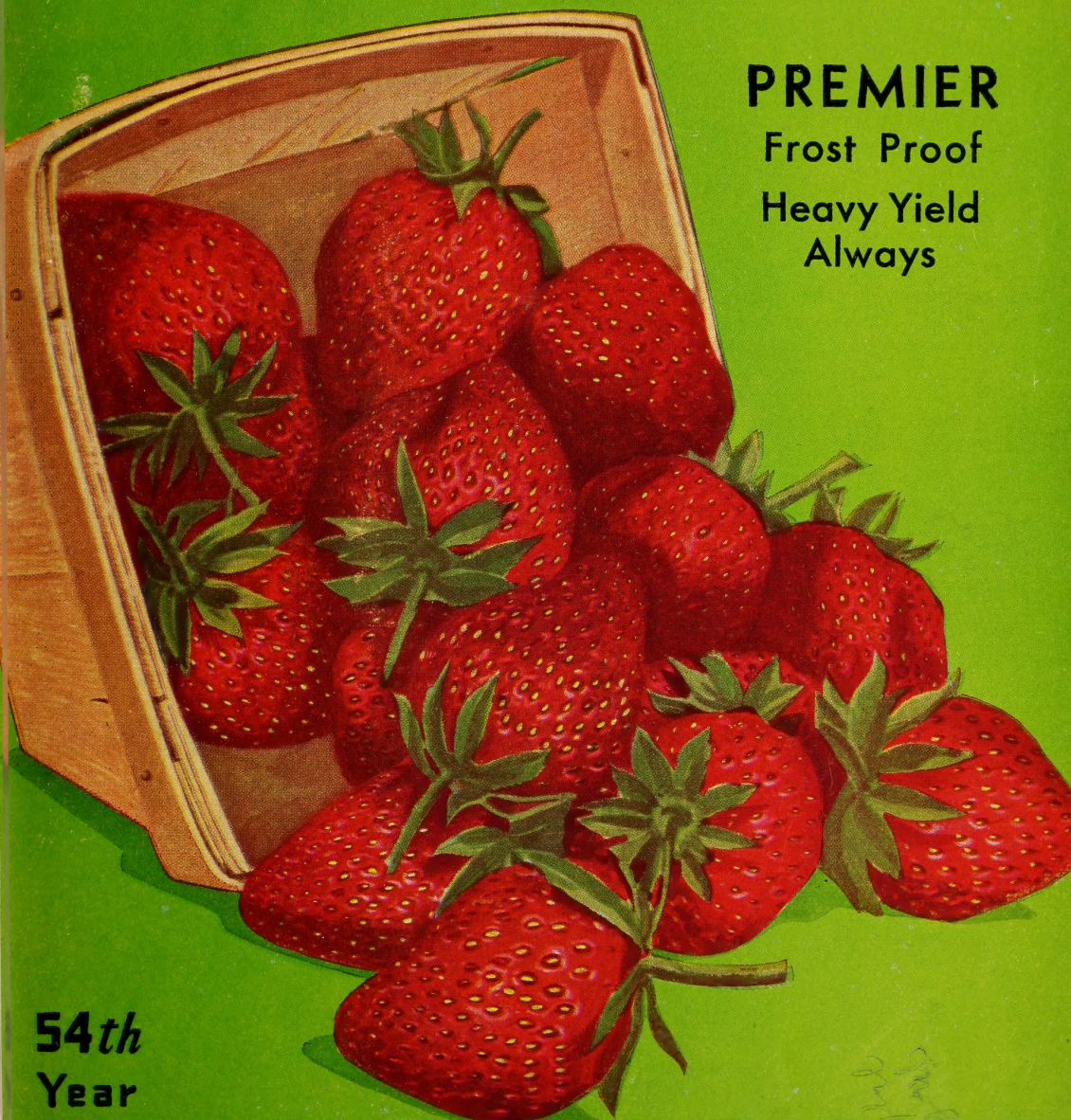
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# ALLEN'S 1939

## BOOK OF BERRIES



**PREMIER**  
Frost Proof  
Heavy Yield  
Always

**54th**  
Year

**THE W.F.ALLEN CO., SALISBURY,  
MARYLAND.**

# Looking Both Ways

**F**OR FIFTY-FOUR years we have been mailing our annual catalog or Berry Book. We feel grateful to our many customers and friends for the orders which have enabled our business to grow and prosper during that period. The length of time is not important except that it reflects the satisfaction that berry growers generally have had with our plants, and confidence and assurance with which they can depend on our firm whenever they need **good strawberry plants** or dependable information.

But we do not content ourselves with looking backward. It has been and is still our constant aim to keep in touch with improved methods of practical growers as well as scientific research. Whenever new information of practical value to berry growers has been brought to light we have taken the lead in passing it along through our Annual Berry Book.

It is the same with new varieties. In the past many of the best new varieties have been chance seedlings. It is our confident belief that most of the new varieties of the future will come from the breeding work at the U. S. Department of Agriculture and some of the State Experiment Stations where thousands of seedlings of known parentage have been developed. After the first season's fruiting the vast majority are discarded, a few of the best kept for

further trial. We have grown, and are growing, a larger number and a larger acreage of those best selections than any other plant growers. A few of the best are worthy of introduction. It is a part of our service to our customers to help find out which these are and to be in a position to pass them along quickly when released for introduction by the authorities. Such a variety is the Northstar, described on the next page.

We attribute the superiority of Allen's plants to a combination of several things. A fine natural soil and climate helps grow a good plant. Soil rotation and the finest planting stock keeps them healthy and free from insects and diseases. Familiarity with varieties and careful roguing when necessary spell True-To-Name for Allen's plants. Mr. W. F. Allen, his wife, and three sons form The W. F. Allen Company.

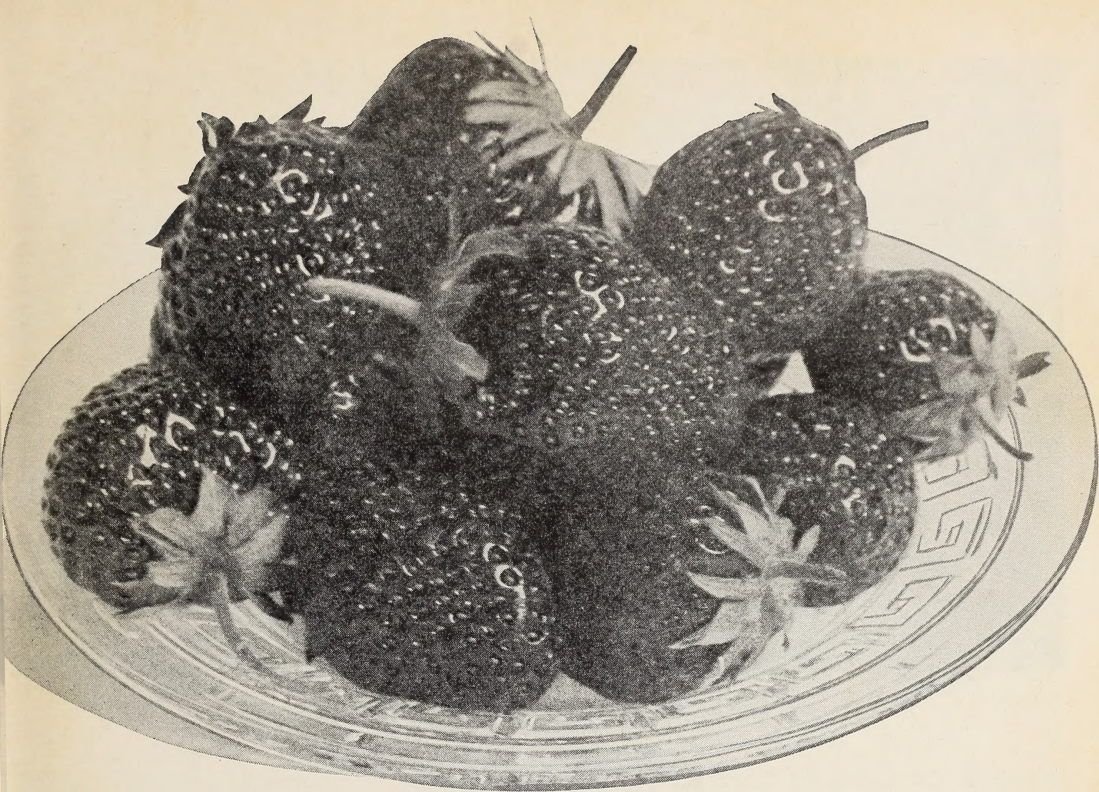
We handle no other nursery products, but concentrate on trying to do this one thing a little better than the other fellows.

Won't you let us have your order, so that you can get the benefit of the "little bit extra" that goes into Allen's Plants?

*The W. F. Allen Co.*

**Dorsett—our most profitable early market variety.**





Northstar berries—in size, beauty and quality—they shine

## NORTHSTAR

**FLASH** A FINE NEW VARIETY JUST RELEASED FOR INTRODUCTION BY THE DEPARTMENT OF AGRICULTURE. BIG, BEAUTIFUL BERRIES THAT RIVAL FAIRFAX IN QUALITY.

Northstar was originated by Dr. George M. Darrow in 1928 and has been tried rather widely since that time. It is a seedling of Premier and Red Heart and combines many of the good qualities of both these varieties. According to the Department circular, Northstar (U. S. D. A. No. 1425) is being introduced as a second early, firm, commercial and home garden variety of high quality and above average beauty.

### Adaptation

It is recommended for trial from Virginia to Oklahoma and Northward. Northstar has been promising in trials as far North as Amherst, Massachusetts and Geneva, New York.

### Frost Resistant

The flowers produce an abundance of pollen and usually set very well. They are protected by the leaves and not readily frosted. For this reason and its rather limited plant production, Dr. Darrow suggests its trial, especially for those sections where Dorsett may be frosted and where the soil is fertile and moist.

Northstar will produce a larger percentage of large berries than any variety we have grown, although the total production is hardly as great as Catskill or Premier. The variety makes small numbers of large, strong, very healthy plants so that it will be easy to grow in spaced rows. Best results have been had where Northstar was grown on quite fertile land, such as is found in most garden soils in the North.

### Fine Quality

The berries are slightly tart but have a very high flavor and aroma. It is different from Fairfax but those who like a slightly tart berry consider Northstar as good or better in quality than Fairfax.

### Beautiful Firm Berries

Few varieties are more attractive in appearance, the berries having a beautiful, bright red color, which extends clear to the center of the berry and darkens very little even after they have been kept for several days. Northstar berries are very firm and will stand shipment, going into market in fine condition. They ripen evenly all over which makes them easy to pick.

**We recommend Northstar as being well worth trying out thoroughly, both for commercial purposes and in the home garden. Price list, page 35.**



Sturdy plants of Premier from beds like these.

## PREMIER

**P**REMIER was introduced in 1915. Since that time we have had no instance where the crop of Premier was entirely killed out by frost. No other early variety equals Premier for sheet hardiness and persistence in producing a crop every year regardless of conditions. During the first few years after its introduction, Premier was so good that it replaced most other early varieties except in the South and West. Premier is a native of Massachusetts and it is at its best in the Northern states. It has produced very large yields as far south as North Carolina, but these southern Premier are not as firm nor as good in quality as those grown farther north. Fairfax and Dorsett may replace Premier to a large extent in regions where they are best adapted, but in the Northern states Premier should be and will be retained as the leading commercial variety until the others have proved their value.

### Plant Growth

Under favorable conditions Premier makes plenty of plants for a well set matted row even where no thinning or spacing is practiced. In some parts of the Middle West, however, Premier has failed to make sufficient plants for a good fruiting bed during the last few years. This may be due partly to dry conditions. At any rate setting plants early and good preparation of the soil make a satisfactory growth much more likely. Some growers have wondered if Premier were not running out to some extent. We are not sure about that but we do believe our practice of selecting the finest, most vigorous planting stock every year has kept **our plants of this variety above the average in vigor.** Note the picture of Premier beds on this

page. The foliage of Premier is very healthy, no variety being more free from leaf disease.

### Frost Proof

Premier blossoms are borne close to the ground and are protected by the leaves. They are produced in great abundance, have plenty of pollen and set easily. These facts, combined with their sheer hardiness, help explain why Premier has never missed producing a good crop of fruit.

### Big Crops

Premier berries average fairly large in size under good conditions. They rank with Catskill in producing the greatest number of quarts per acre. However, they set so many fruits that where the plants are very thick in the beds, or the



**Premier berries for big crops and big profits**

season very dry, they run down in size so that the last of the crop gets rather small. Many record breaking performances in berry production have been made with Premier, and many growers, especially in Northern States, will not think of abandoning Premier for the main part of their crop.

### **Color and Appearance**

Premier berries are a medium red in color, getting quite dark as they get riper. They have a medium size green cap which generally stays green throughout the season. They are very handsome in appearance, and show up well in the package.

### **Firmness and Quality**

Premier berries are of good quality and moderately firm. Those grown in the South are not as firm nor as good in quality as those grown in the latitude of Pennsylvania and northward. Experience has proved that they are not adapted for shipment long distances in refrigerator cars, but for truck shipments of one hundred miles, or even more, they have been very satisfactory.

### **Premier is Safe**

In our opinion there are other varieties like Fairfax, Dorsett and others that will produce fancier berries of better quality than Premier in localities where they are best adapted. However, it is always good crop insurance to include some Premier in

any commercial planting in northern sections. So many have made good yields and good profits from Premier like those quoted in the letters below that **Premier is still by far our largest selling variety.** Price list, page 35.

### **Premier Always Comes Through**

New London, Conn. March 26, 1938. Premier is by far the best for a commercial berry as it always comes through with a crop, and is also the earliest. Dorsett and Fairfax are tops in quality. Chesapeake is a wonderful berry for size and quality, if one has the right land. Have no experience with Catskill but a neighbor's bed last year was a wonderful sight and believe it will be the best midseason. To sum it up, Premier is the all around berry, with Dorsett, Fairfax, Chesapeake and Catskill following. A good real late berry hasn't been developed as yet for this section.—Mr. Albert F. Holmberg.

### **Best He Has Ever Seen**

Simpson Co., Ky. February 8, 1938. I ordered some strawberry slips from you four years ago and they were the best I have ever seen. Quote me your price on 16,000 Premier delivered, and hope they are as good as the crop four years ago.—Mr. Arthur Hendricks.

### **\$500 Actual Profit. Less Than 1 Acre**

Franklin Co., Ohio. February 15, 1938. You might be interested to know I cleared \$500 (actual profit) on the 5,000 Premier plants I bought in 1936. The plants were not irrigated.—Mr. Ross Masters.

### **Premier Still the Big Berry in Canada**

Ontario, Canada. February 8, 1938. Just a line to tell you I have not received my 1938 catalog from you yet this year. I would like to get it very much. The plants of Premier, Catskill and Green Mountain all lived great. Made full rows. The Green Mountain sure are big healthy plants up here and yielded good too, considering the early freeze up last fall. The Premier is still the big berry and the heavy yielder up here in the spring.—Mr. M. L. Holmes.



Fairfax berries—Buyers come back for more

## FAIRFAX

**F**AIRFAX is so far ahead of other varieties in quality that both growers and consumers become enthusiastic about it. They are so good that when once tasted buyers nearly always come back for more. On roadside markets especially, Fairfax has become well known and so well liked that growers sell it by name and get from 5c to 10c per quart more than for other varieties. People who can afford what they want drive out from nearby towns and pay high prices for this berry.

**In other ways than quality Fairfax has proved its right to a place at the top.**

### OUR OPINION

If we were limited to one variety of strawberries for the home garden there is no question that Fairfax would be that variety. Where larger quantities are grown and sold on roadside markets or to local trade, Fairfax still would be our choice. For larger acreages where shipments are made to city markets, the only reason Fairfax would not be among the first considered in sections where it is adapted would be the dark color of the berries after they have been kept for some time. Shipments of berries from North Carolina northward along the Eastern Seaboard as well as in the Middle West have almost always brought higher prices than standard varieties which have been shipped in large quantities. This shows that as dealers and consumers become more familiar with Fairfax the prejudice against dark berries is being largely overcome.

### Where to Grow Fairfax

Wide testing has indicated that Fairfax is well adapted to the latitude of Virginia, Kentucky and Missouri and the states farther North. It has done well in some parts of the South. While Fairfax has not been as productive as Premier in extreme northern sections, it has almost always produced satisfactorily and in many cases the price has been so much better than Premier that greater profits have resulted.

### Origin and Habit

Fairfax is one of several good varieties

originated and released for introduction by Dr. George M. Darrow and his Associates in the U. S. Department of Agriculture. It is a cross between Premier and Royal Sovereign. From Royal Sovereign Fairfax gets its outstanding quality. From Premier it gets healthy foliage and freedom from disease. Fairfax has surpassed both parents in vigor of plant growth, making a moderate number of large, strong plants rather than a great number of small ones. We have seen individual plants of Fairfax almost as large as a bushel basket with a very heavy crop of large, beautiful berries.



### Very Productive

Under favorable conditions Fairfax is fully as productive as Premier, with berries larger, firmer and better in quality. Yields at the rate of 8,000 to 10,000 quarts per acre are frequently made. Pollen is produced so abundantly that the berries are almost sure to set unless the pistils have actually been frozen. Dr. Darrow has pointed out that unlike some varieties which make too much foliage, applications of fertilizer or manure to Fairfax generally result in a greater yield and larger berries.

### Medium Early

Fairfax berries ripen medium early. In the latitude of Maryland and Virginia they are two or three days later than Premier and Dorsett. Farther north there is a greater difference in the ripening date, as they start a week later than Premier in some seasons.

### Berries Very Large

Fairfax berries average very large in size. Under good conditions no variety, not even Chesapeake and Catskill, will be larger. One customer reported a berry of Fairfax  $2\frac{1}{4} \times 3\frac{1}{4}$ " , with many quarts  $2 \times 2\frac{1}{2}$ ". Another grower in Kentucky said his Fairfax were so large that the local Association did not want to ship them because they made the others look so small. See letter below.

### Firmer of All

Berries of this variety are firmer than any of the standard kinds and they stand shipment very well. Fairfax berries are never mushy—you have to bite them. They offer a pleasing resistance when eaten. When foliage and fruit are wet, no berries will keep long, but Fairfax will do better than most varieties. When these are dry Fairfax will keep for several days, in fact longer than any variety we know, even after they become quite dark in color.



Fairfax plants for your orders

### Beautiful Appearance

When picked at the proper stage, Fairfax are among the handsomest berries we have ever grown. A bright green cap, a dark shiny skin with prominent yellow seeds combine to give a very pleasing effect. Fairfax is one of the glossiest of berries. They will keep for several days but as they get older they turn to a dark red and finally almost purple color before they break down and decay. During this period before decay starts, the quality is very good, but the dark color is not liked by some. Where shipments are made through local Associations the dark color is likely to be more of a disadvantage when sold on local markets or in direct shipments to dealers.

Price list, page 35.

## Growers Become Enthusiastic About Fairfax

### Fairfax Far Superior to Any

Hendricks Co., Ind. January 24, 1938. Two years ago I bought 3,000 strawberry plants, 1,000 of which were Fairfax. As you remember that summer was very hot and dry and while I lost very near half of the other 2,000 plants I did not lose any of the Fairfax. Last year the yield and quality of the Fairfax was far superior to any berry that I have ever seen.—Mr. Harvey Stewart.

### Largest Berries and Best Tasting

Cuyahoga Co., Ohio. Feb. 28, 1938. I bought fifty Fairfax plants in 1936 and last year they bore very good and were the largest and best tasting berries I had ever tasted. Everyone who saw and tasted the Fairfax last year wants to grow them so I gave them your name and address.—Mr. J. B. Goodrich.

### Customers Call for Those Big Dark Berries

Cumberland Co., Maine. January 19, 1938. In 1936 I ordered 1,000 Premier plants and 100 each of Dorsett and Fairfax. Last year we had a wonderful crop. The Premier were at their best and I cannot speak too highly of the Fairfax and Dorsett. The size and flavor of those berries were wonderful. Some of our customers would say "Have you any more of those dark berries?" Had I known how good they were I would have ordered more last spring.—Mr. Sydney B. Thomas.

### Never a Berry Like the Fairfax

Crawford Co., Pa. February 7, 1938. We have raised strawberries on this farm in both a large and small way for as long as I can remember, but never a berry like the Fairfax.—Mr. A. C. Smith.

### Fairfax Finest in Whole Section

Northampton Co., Va. January 12, 1938. I certainly do thank you for the book of information about the best strawberries that I have ever seen. My Fairfax berries last year were the finest that I have ever seen and the finest of our whole section, and I bought the plants from you.—Mr. J. A. Marrian.

### Here's a New One, Fairfax Berries TOO LARGE

Barren Co., Ky. January 27, 1938. The crop of berries from my uncle's Fairfax patch in the spring of 1937 were the largest berries ever seen in this country. Eight berries were found that filled a quart box. These berries averaged so large that the strawberry shipping association refused to take them. They sold well on the local market. Do you recommend the Fairfax as a good shipping berry if planted thick enough so the berries will be smaller?—Mr. Lewis Edmunds.



Dorsett berries sell well

## DORSETT

**D**ORSETT at its best is the finest commercial early berry we have ever grown. It has made for us larger crops of better berries that have given us more profit per acre than we have had with any others. Dorsett is better than Premier in size, quality, firmness, beauty and in yield of profitable berries in those sections where it is best adapted.

### Origin and Habit

Dorsett is a cross of Premier and Royal Sovereign. Like Fairfax, Dorsett gets its high quality from Royal Sovereign. From Premier it gets healthy foliage, productiveness, and freedom from disease. In plant growth Dorsett is much more vigorous than either parent. In fact it makes so many plants that on good land it must be kept thinned for best results. Dorsett does not make such a strong rooted plant as Fairfax. Probably this explains why it is easy to over-fertilize Dorsett, causing more vegetation than the root system can support in addition to the big crop of berries.

### Season of Ripening

The berries ripen with Premier and Blakemore. When conditions are right for a heavy crop to be set, Dorsett lasts through a long season, holding on as well as Premier and until many of the later varieties are about through.

### Quality

Fairfax is the only commercial berry that equals Dorsett in quality. Dorsett, therefore, is recommended for home garden and local markets as well as on a large commercial scale. In making sales Dor-

sett should always be sold by name in order to get the benefit of the high quality.

### Size and Productiveness

The berries average larger in size than Premier and hold up better during the fruiting season. Yields of 8,000 to 10,000 quarts per acre are not uncommon where conditions for setting the crop have been good.

### Color and Firmness

Dorsett berries have an attractive, bright red color, somewhat darker than Blakemore but not as dark as Fairfax. They hold the bright red color for some time so that the berries keep their attractive appearance until they reach market. Dealers who have handled large quantities of Dorsett berries tell us that on holidays and Sundays the berries can be kept in storage at temperatures slightly above 32 degrees F. and will carry over a day or two in very good condition.

### Adaptation

The finest yields of Dorsett berries have come from the middle states. From the latitude of Virginia to New York City Dorsett has generally been successful. Fine crops have been produced on higher alti-

tudes farther South than Virginia and on lower elevations farther North than New York. The one important weakness of Dorsett is the fact that it does not set fruit as persistently as Premier and some of the other varieties. Under adverse conditions the blossoms are sometimes killed or weakened so much that the crop is disappointing. In those areas where late frosts are common, Premier and Fairfax will be better, but for the latitudes suggested, Dorsett is one of the most profitable early berries we have ever seen.

Price list, page 35.

#### **Dorsett Berries Wonderful**

Adams Co., Pa. April 7th, 1938. I often thought I would write and tell you how wonderful I thought your Dorsett berries are. They get so large and have a wonderful taste and everyone thinks they are delicious. I had only a small bed and raised bushels since I had them. It was three or four years ago since I sent for them. Am sending an order for 200 more.—Mrs. Dennis Kline.

#### **Better than Fairfax in Georgia**

Cobb Co., Ga. April 21st, 1938. I sure am pleased with the Dorsett this season. Last season the ends of berries seemed to rot, but none now and plants are very full of a nice shaped berry. With me this does

much better than Fairfax, makes more plants and more berries. They are coloring up now but we need some more sunshine.—Mr. C. E. Hedges.

#### **Everyone Wants Them**

Middlesex Co., Mass. June 16, 1938. On May 8th I purchased from you 200 Dorsett and 200 Fairfax plants. This season I have picked some of the most wonderful berries I ever saw and everyone wants them.—Mr. Cabot Devoll.

#### **Can't Supply Demand for Dorsett**

Carbon Co., Mont., Apr. 6, 1938. We got Dorsetts from you four years ago. They were not so good the first two years but now they are fine. The only trouble is I can't get enough to supply the demand. I hope the Green Mountain will be as good.—Mrs. J. M. Smith.

#### **Dorsett and Fairfax Outsold All Others**

Suffolk Co., N. Y. Feb. 16, 1938. I am not offering any plants this year but I do want to tell you that the Dorsett and Fairfax I had from you in 1936 I picked last May outsold all the rest around me, fine and large and sold quick. I am sorry I am not setting this year.—Mr. M. S. LaMotte.

#### **Top Market Prices**

Jackson Co., Ohio. May 31st, 1938. Our early berries did wonderfully although we had a frost after the berries started to ripen and then a hail storm which did some damage, but the berries were wonderful. They were Dorsett and Fairfax. Got top market prices for them.—Mr. B. F. Grafton.

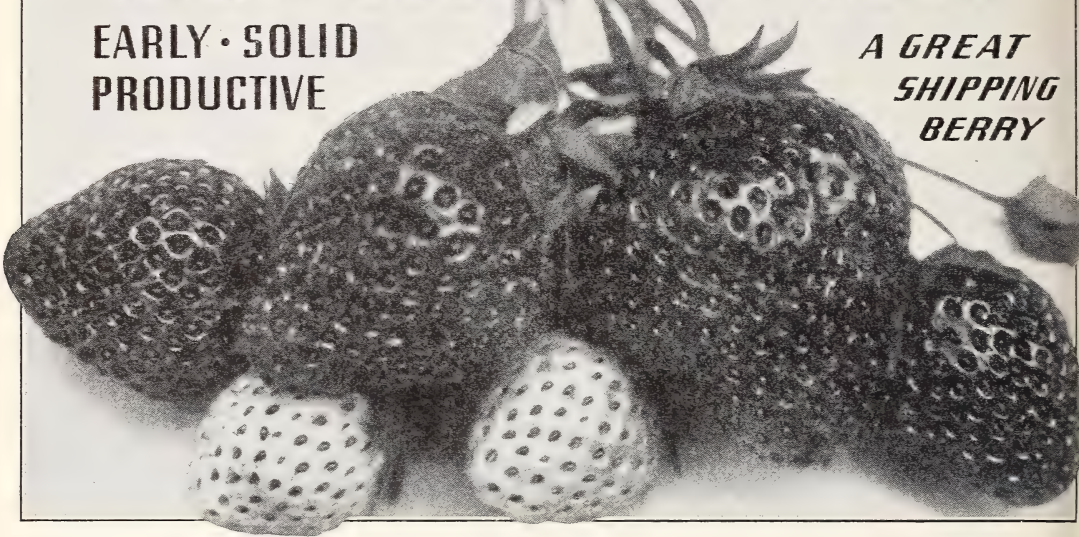


**A fine basket of Dorsett berries.**

# BLAKEMORE

EARLY • SOLID  
PRODUCTIVE

A GREAT  
SHIPPING  
BERRY



**I**N THE South and as far North as Maryland and Virginia, Blakemore has proved to be one of the finest of all shipping berries. Probably no new variety has ever become so widely grown in such a short time. Blakemore has nearly everything to make it a great shipping berry. The one big objection is the tendency to sport into yellow strains. We are glad to announce that growers can now get **YELLOWS FREE BLAKEMORE** and these plants are available at prices no higher than the old strains.

**The plants are so vigorous** that they will make a good fruiting bed on almost any kind of soil and with a minimum of care, even though the individual plants are quite small.

**They are very productive**, often producing as much as 10,000 quarts per acre, and the record of several years indicates that the blossoms are quite frost resistant.

**Attractive color.** The berries are light red in color, ripening evenly all over. This light color is retained by the berries for a long period and gives the appearance of being in good condition even after they start to break down.

**The berries are really solid.** This quality makes them popular with buyers where berries are shipped long distances. They will hold up better than other varieties where picking has been delayed by rain or other causes. In dry seasons we have picked the entire crop of Blakemore in two-pickings with very little loss of berries. This is important in case of bad weather or shortage of pickers.

**Size and quality.** Blakemore berries are rather tart, and are much liked by the canning and preserving trade for this reason. In size, the berries are medium to large when grown on good land and the beds are not too thick.



Fine beds of yellows-free Blakemore plants

A tendency to make too many plants and to develop areas of Yellows are the two main weaknesses of this variety as a shipping berry. Experiments with spacing indicate a way to restrict the number of plants so that yields will be heavy and the berries fairly large. Development of yellows-free strains has eliminated the other chief weakness of Blakemore. Get your order for these plants in early to be sure of getting them. The demand is bound to be large because growers have been hoping to get just such plants as we are offering this year—**Good Blakemore plants—FREE FROM YELLOWS.** Price list, page 35.

# DAYBREAK

# FAIRMORE

**D**AYBREAK (N. C. No. 419) is the result of a cross of Missionary and Fairfax. Fairmore (N. C. No. 669) is a seedling of Blakemore and Fairfax. They have been recommended for trial in North Carolina. We suggest that growers in other Southern states try them out. They are much higher in quality than other berries now grown in the South, except possibly Southland. These two new varieties were originated by the U. S. Department of Agriculture and have been tested in North Carolina by State and Federal workers for several years. They were selected from thousands of seedlings and have been the outstanding ones tested in that state.

**DAYBREAK** is recommended for home garden or local market in Eastern North Carolina. It is more vigorous than any commercial variety now grown in that section. Foliage even more healthy than Missionary, Blakemore or Klondyke. In most years Daybreak makes a very heavy first crop and very little second, or crown crop. However, in 1937 much of the first crop was killed and a large second crop was produced.

The ripening period is several days ahead of Blakemore and often ten days earlier than Missionary. Much of the usually heavy first crop of Daybreak may be picked before the main crop of Missionary comes on and usually prices are better in the earlier part of the season. Though the season is short in most years Daybreak is as productive as Blakemore and Missionary. The berries are larger than Blakemore but not as large as Fairmore. The color is a glossy crimson similar to Fairfax but not as dark. The flesh is bright red and somewhat tender, not solid like Fairfax and Fairmore. Description taken from official circular.

Daybreak berries, brought from North Carolina to Maryland, stood up just as well as Fairmore and Blakemore. Try Daybreak. The price has been kept low for a new variety. Price list, page 35.

**FAIRMORE** has been noted for its firmness and shipping quality. Also, the plant growth has been more vigorous than Missionary, Klondyke and Blakemore, making fewer plants but of larger average size. Some North Carolina growers have had good results with Fairfax. It is thought that Fairmore will be even better for markets which will pay a premium for extra size and quality. The first crop of Fairmore is much like that of Blakemore; the crown crop is very heavy and produces many large berries, the first ones having a tendency to have white tips unless picked fully ripe. Ripening season about with Blakemore, considerably earlier than Fairfax. The total crop is usually equal to or greater than Blakemore and it ripens more uniformly throughout the season. Tests have shown a considerably **greater yield of number one berries from Fairmore than from either Blakemore or Missionary.**

The berries have a very tough skin and flesh, even firmer than Blakemore or Fairfax. In quality it is preferred by most people to all southern varieties except Daybreak and Southland. Commercial growers should be especially interested in trying this out. We have a nice stock of good, healthy plants. Price list, page 35.

## Southland

A high quality, early berry, especially adapted to the South.

The plants make a vigorous, healthy growth which stands up under high temperatures. The berries are large and attractive. Recommended for home gardens and local market in the South. Price list, page 35.

## Bellmar

A seedling of Premier and Missionary. Ripens with Premier, berries are about

the same size but somewhat darker, firmer, and of better quality than Premier berries. Attractive. Productive. Price list, page 35.

## Clermont

A New York Station seedling of Marshall and Premier. It has been

highly praised in some sections of the North. In New York state it bears a heavy crop of large, smooth, bright glossy red berries with an attractive green calyx. With us it makes a strong, vigorous fruiting bed but the foliage does not stand up, nor do the caps remain green. Well worth trying in the North. Culver is better and Catskill far better in this latitude than any others of the New York Station seedlings, most of which rust badly this far South. Price list, page 35.

## Howard 17

This variety is identical with Premier and the

same description applies. Price list, page 35.

## Klondyke

The leading shipping berry in many sections of the South. Uniform

in shape, light in color, medium in size. For southern growers who know and want Klondyke we have a fine stock of plants, well rooted and with plenty of vigor. Price list, page 35.

## Missionary

The leading berry in Florida and popular in other Southern

states. The tartness, dark red color and firmness make Missionary a favorite as a shipping berry and also with cold pack or "juice" men. Except in Florida, Blakemore is proving to be better than Missionary in most places in the South. Price list, page 35.

## Narcissa

A prolific plant maker. Early, berries medium size, fine quality. Best in Pacific

Northwest. Price list, page 35.

## Senator Dunlap (DOCTOR BURRELL)

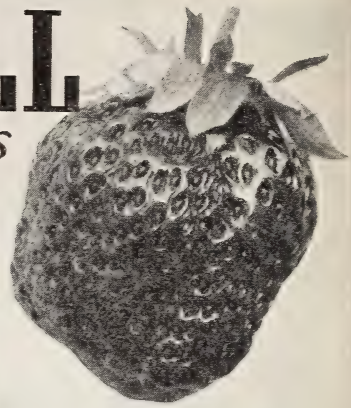
An old variety still widely grown in the North Central states. It makes a vigorous plant growth and is very hardy in Northern regions. The berries are medium in size, good in quality and have a bright, rich red clear through. It is a favorite for canning. We have a fine stock of Dunlap plants this year. Price list, page 35.

# CATSKILL

*BIGGEST BERRIES*



**BEST CROP**



**MOST PROFIT**

**T**HE HIGHEST record of marketable berries that we know of in this section was made with Catskill. The highest record of approval from growers in all sections has been made with this variety. We have never had a complaint about the vigor and productiveness of this variety. During the five years we have grown it as a named variety it has not missed a crop. As a sure cropper it ranks next to Premier. We believe Catskill will produce even more quarts per acre and berries of larger average size than Premier. In all sections except far South, growers can plant Catskill with confidence of good results.

## **Origin and Habit**

Catskill is a cross of Marshall and Premier introduced in 1934 by the New York Experiment Station at Geneva, New York. Catskill makes a large, strong plant with plenty of runners for a good fruiting bed under nearly all conditions. The foliage sometimes shows a small amount of leaf spot but not enough to prevent bringing to maturity the enormous crop of fruit which Catskill bears. The berries are borne on long, strong fruit stems which makes them rather easy to pick.

## **Size and Productiveness**

In total quarts per acre and in average size of the berries, Catskill is the best variety we have ever seen. Catskill has been practically frost proof. Its record of consecutive crops is not as long as that of Premier, but so far it has not missed, regardless of how severe conditions were.

## **Color and Attractiveness**

The berries are bright red in color and make a very nice looking package. They do not get much darker as they become riper. The largest berries have a rather rough surface, sometimes creased, but this

does not seem to detract from their nice appearance. Tests show that consumers rate Catskill equally as attractive as Fairfax or Dorsett even though the surface of the berries is not as smooth. Catskill berries bring top prices.

## **Firmness and Quality**

As a shipping variety, Catskill is entirely satisfactory. The berries are firm enough to stand shipment to distant markets and arrive in good condition. They rank about with Chesapeake and Lupton in this respect.

Catskill berries are very good in quality, ranking with old favorites like Chesapeake, Wm. Belt, Big Joe and others. They are not quite as good as Dorsett and Fairfax, but they are good enough to become favorites on many markets.

## **Season of Ripening**

Catskill starts ripening about midseason, but the crop is so large and is borne over such a long period that some growers use it to cover both the midseason and late period. Catskill will still be bearing nice berries when some of the later varieties are about gone.

## Adaptation

Catskill should be grown as the main midseason berry in all the northern territory where Premier is the best early berry, and farther south where Dorsett and Fairfax surpass Premier. As far south as North Carolina Catskill will produce tremendous crops and yield large returns for the grower. **We feel safe in saying that regardless of previous trials growers will be safe in planting this variety.** Price list, page 35.

# Growers All Like Catskill

### Catskill Finest Ever

Rockingham Co., N. H. May 4th, 1938. I think Catskill is about the finest thing I have ever seen. I picked berries the second week in July and not one soft one.—Mr. W. H. Burke.

### One of Best in Ohio

Darke Co., Ohio. March 23, 1938. Our Catskill has fruited two years and if it is frost resistant it will also prove to be one of the best here. We have had no frosts the last two berry seasons.—Mr. W. H. Linder.

### Catskill Best for South Dakota

Clay Co., S. D. July 30th, 1938. Catskill seems to be the best berry for this district. We have Dorsett, Fairfax and Catskill. Have tried Dunlap, Dr. Burrell and Premier. We had a wonderful crop but can't tell you the exact amount of patch of Catskill as some Dorsetts and Fairfax were picked and marketed together. We received \$5.00 per crate (24 quart boxes) and last picking \$4.50, after they were smaller. Paid \$.03 for picking. Have had plants from other companies before handling yours but really like yours the best. Our new patch of Catskill have had a perfect stand.—Mr. W. E. Flippin.

### Abundant Crop—Nicest Berries

Smyth Co., Va., March 17th, 1938. My Catskill strawberry plants produced an abundant crop last year. I am so well pleased with them I am mailing a much larger order for Catskill plants this year. The Catskill produces the nicest berries under ordinary conditions of any strawberries I've ever grown.—Mr. W. J. Mercer.

### Rhode Island

Providence Co., R. I. February 28th, 1938. The spring of 1936 I purchased 200 Bellmar and 100 Catskill strawberry plants from you. Due to a very dry summer I lost fully 50 percent of the Bellmar plants. You may be pleased to learn that we picked last year from the plants that came through 176 quarts of the best berries I have ever raised. I sold something over 100 quarts. All my customers and friends said there were no berries like them that could be bought elsewhere in Rhode Island. Their size, large green caps and flavor made them excellent berries to sell.—Mr. Joseph E. Dyson.

### Catskill Wonderful in New York

Dutchess Co., N. Y. April 25, 1938. The Catskill were wonderful last year.—Dr. Edward J. Nesbitt.

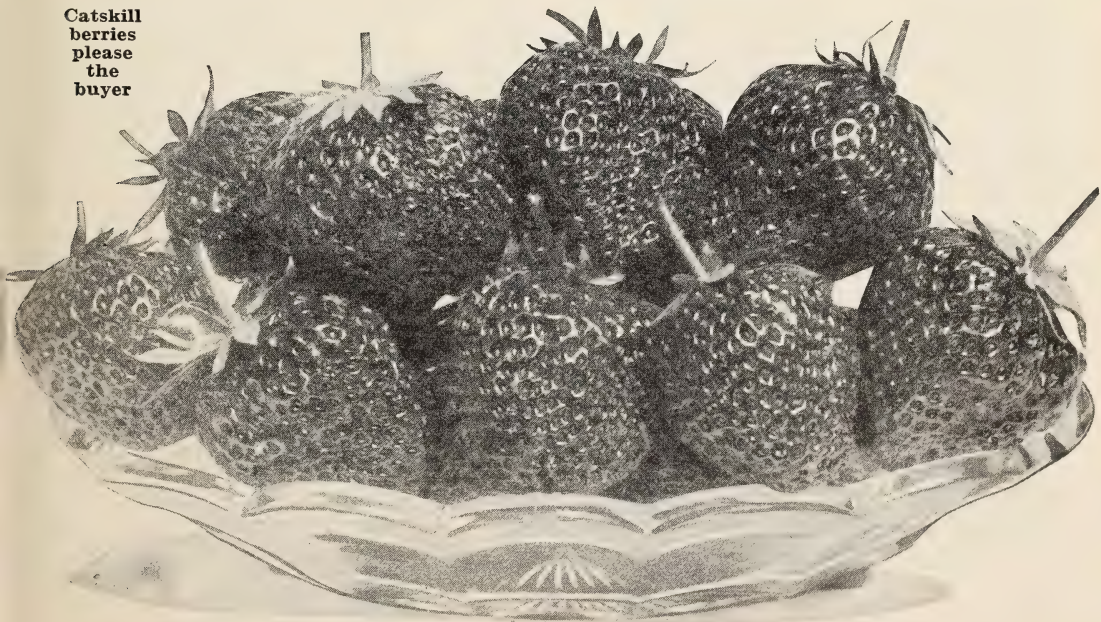
### Thinks Catskill Outyielded Premier

Dutchess Co., N. Y. June 27, 1938. I have just finished harvesting a wonderful crop of strawberries in a trifle of over an acre of ground. I have picked 16,000 quarts of berries. This patch consisted of Dorsett, Howard 17 and Catskill. The Howard and Catskill outyielded Dorsett fully two to one. I believe the Catskill outyielded the Howard in total quarts. I believe this to be the best crop of fancy berries ever raised in this vicinity.—Mr. E. B. Underhill.

### 220 Quarts Catskill from 100 Plants

Hillsboro Co., N. H. Feb. 18, 1938. Two years ago I bought from you several varieties of strawberry plants, among them 100 Catskill. I lost some plants due to a dry spell shortly after setting, but last summer I harvested from the Catskill 220 quarts of fruit and I am well satisfied with them. The spring was very wet but the long stems kept the fruit off the ground and there was little rot although others were troubled with rot. I like your plants better than others I have purchased.—Mr. Arthur S. Dearborn.

Catskill  
berries  
please  
the  
buyer



# Other Midseason Varieties

## ABERDEEN

Aberdeen is one of the most productive varieties of strawberries. The berries average very large in size. They are light in color and very attractive in the package. When grown right Aberdeen berries, even though rather poor in quality, bring good prices on the market. Aberdeen is distinctly a Northern variety. When grown as far South as Maryland, the berries are too soft and too subject to sun scald to be profitable. In Northern states the best results are had when Aberdeen is planted on rather heavy clay soil. We know of growers in New Jersey and in Pennsylvania who find Aberdeen their most profitable variety. Their conditions are just right for it and the market is close by. We have a fine lot of Aberdeen plants to offer this year. Price list, page 35.

## BIG JOE

A fancy midseason berry that has been very popular with many growers. It makes a vigorous growth with just enough plants for a good fruiting bed which usually does not need thinning. The berries are very large, moderately firm, of excellent quality and handsome appearance. In areas where late frosts come at blooming time, Big Joe may have the crop cut severely. Until Catskill was introduced Big Joe was the best all around midseason variety in spite of that weakness. For growers who know it at its best Big Joe will continue to be a favorite. It is good either for home garden or for market. Price list, page 35.

## Culver

A New York State introduction. Does better here than any of the other New York State varieties except Catskill. The plants are very vigorous and healthy and the berries are large, beautiful red color with bright green caps. The berries are fairly firm, considerably darker in color than the Clermont, and red to the center. Worth trying. Price list, page 35.

**Glen Mary** An old standard variety, well and favorably known to many strawberry growers in the North. Not recommended generally but for those who know and like it we have a nice stock of plants. Price list, page 35.

**Red Heart** Recommended primarily as a canning berry for the Pacific Northwest. Firmest of any variety known, being even firmer than Fairfax. The berries are rather tart which makes them desirable for canning and preserving. The flesh is of a deep, rich, red clear through. It has not been generally successful in the East. Price list, page 35.

**Pathfinder** Formerly known as New Jersey No. 35, and originated at the New Jersey Experiment Station. The berries ripen a few days after Premier and might be considered either early or midseason. With us it makes a vigorous, healthy plant growth, sets a tremendous crop of berries. They are medium in size, uniformly smooth and regular in shape and rather dark in color. Berries are moderately firm and of good quality. Recommended for trial. Price list, page 35.



Big Joe (much reduced)



# CHESAPEAKE

## *THE ARISTOCRAT OF STRAWBERRIES*



**C**HESAPEAKE berries for years have outsold all other late varieties. The large average size, brilliant red color and prominent yellow seeds make it very handsome. Chesapeake berries, even though large, are very firm and usually go into market in excellent condition. They bring top prices. Chesapeake is not as productive as some other varieties but it bears a very satisfactory crop in sections to which it is adapted. The prices received often make a greater profit than from more productive kinds.

### **Plant Growth**

Chesapeake needs good, well manured soil to get a good fruiting bed. Frequent cultivation and hoeing make it easier to keep the plants growing all the time without any checks. The individual plants of Chesapeake are generally large and strong.

### **Size and Productiveness**

Chesapeake makes a good crop of large sized berries. Even under unfavorable conditions nearly every berry attains a good marketable size.

### **Quality**

Chesapeake is unsurpassed in quality among the midseason and late strawberries, and is equaled only by Wm. Belt.

### **Firmness**

Chesapeake berries are firm enough to stand shipment to distant markets. Car-load lots at commercial shipping centers have for years sold for consistently higher prices than other large, late berries.

### **Frost Resistance**

Chesapeake blooms later than other varieties which ripen at the same time. This fact enables it to escape late frosts and it rarely misses a crop on that account. However, in regions where winters are very cold, Chesapeake needs winter protection. We would caution growers to apply the mulch early before hard freezes occur, as much damage is sometimes done by the first real cold weather in the fall.

### **Profits**

With Chesapeake good profits are fairly sure if a reasonably good plant bed has been made and given winter protection when needed. In one section near us Chesapeake strawberries have been the most profitable crop that farmers have had in many years. Chesapeake is a money-maker for those who can grow it. Price list, page 35.

# Other Late and Very Late Varieties

## AROMA

We have this year the finest stock of Aroma plants that we have ever grown. Growers who like this fine old shipping berry are urged to get some of this stock. Aroma normally makes plenty of plants for a good fruiting bed. The plants are very productive. The fruit is light in color with a bright green cap. The berries are very firm and very attractive in the package. Aroma is one of the best sellers of all the shipping berries, largely because it arrives in market in such fine condition. Although primarily a shipping berry Aroma sells well when grown for local markets. Price list, page 35.

## New York

This is the sweetest strawberry grown. The plant is a vigorous grower, producing a moderate number of large, healthy plants. The berries are medium to large in size, dark red in color, but only moderately firm in texture. New York is a home garden berry. It is the only strawberry we know of that is sweet before it gets red. We have many calls for New York from those whose health does not permit them to eat berries which are in any way tart or acid in quality. Price list, page 35.

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## W<sub>M</sub> BELT

A late variety of unusually high quality which is especially adapted to Northern states. When grown in the South the foliage is inclined to have leaf spot. This is not serious in the north where it produces heavy crops of large berries. They are bright red in color and although somewhat irregular in shape they make a nice appearance in the package. For the home garden or on local markets where quality is an important factor, Wm. Belt should be grown. We have some fine plants for our customers this year. Price list, page 35.

**Big Late (Imp.)**

**Sample (Imp.)**

**Haverland (Imp.)**

**Gibson (Parsons Beauty)**

We have some nice plants of these fine old varieties for those who know and want them. Price list, page 35.

## LUPTON

As a fancy late shipping berry Lupton has done well for many growers. It usually makes plants freely and is being grown in place of Chesapeake where that variety fails to make sufficient plants. Lupton berries are produced in great abundance. They average very large in size and bright, attractive red in color. They are as firm as Chesapeake, standing shipment well enough to go into market in fine condition. Lupton berries are rather tart and very dry in texture, but this has not seemed to affect their sale on wholesale markets. This variety needs liberal fertilization. Generally an application of nitrogen fertilizer in late summer would pay with Lupton. It is grown largely in New Jersey; also Delaware, Maryland, and Pennsylvania and other Eastern States where it has been a profitable late variety. Lupton is also sold as Town King although if bought under that name the plants usually cost more. Price list, page 35.

## GANDY

A fancy late shipping berry, large, solid, handsome, moderately productive. Needs liberal fertilization. Berries often sell with Chesapeake. Makes plants freely but needs springy land for big crops. Gandy is an old favorite which many growers refuse to give up. Where it does well it is a real profit maker. We recommend limiting Gandy plants in the row to four to six plants per square foot and fertilizing in late summer. Gandy needs moist conditions for best results anywhere and with this treatment on moist soil or under irrigation Gandy would probably surprise even those who know it is a fine old berry. Growers who want to extend their season very late will probably find Gandy the best of all varieties for that purpose. We have a nice lot of plants. Price list, page 35.

**Orem** The latest berry we have. Berries average large in size, fairly good quality and nice appearance. They often sell well because they come after other fancy late berries are past their prime. Price list, page 35.

**Pearl** After having grown this variety for several years, we have concluded that it is exactly the same as Gandy. Our stock of Pearl came from Michigan growers who praised the variety very highly. The same description applies as for Gandy and we will be glad to supply growers who want this fine late variety either as Gandy or as Pearl. Price list, page 35.



Fine plants from beds like these

# Allen's Plants Grow

## Well Pleased

Knox Co., Ills. March 2, 1938. Please send prices on inclosed list. Wish to add that I am very much pleased with the fulfillment of my order last year. I hardly lost one percent of the 2,000 plants sent for.—Mr. A. L. Gibbs.

## 2300 Plants Bought—2300 Grew

Marion Co., Ind. March 4, 1938. Kindly quote your lowest price on 2,300 Premier strawberry plants. I bought 2,300 from you last season and 2,300 grew.—Mr. J. H. Crall.

## Allen's Nicer than Other Plants

Wapello Co., Iowa. March 28, 1938. I bought about 18,000 strawberry plants of you last year and was to report to you on them. They were extra nice plants and did exceedingly well. The Catskill made a wonderful row. My plants were so much nicer than the plants which other gardeners bought from Michigan this year.—Mr. L. W. Watts.

## They Start Right in Growing

Cumberland Co., Maine. April 29, 1938. We have always had good returns from your plants as they start right in growing as soon as planted.—Mrs. O. O. Stover.

## Not One Failed

St. Louis Co., Mo. July 7th, 1938. The writer, in conjunction with Mr. Joseph Wetrting of Jefferson Co., Mo., early this spring ordered around 1,000 of your strawberry plants. We just want to state that these were the finest plants we have ever had the pleasure of putting in the ground. I don't believe one plant failed to take hold and we want to express our sincere appreciation of your fine products. We do not hesitate to recommend your plants to anyone who contemplates the purchase of same.—Dr. D. A. Eidman

## Growing Beautifully

Douglas Co., Nebr. May 21st, 1938. Just want to tell you that while we have endeavored to keep blossoms and setting fruit picked off of the 1,000 strawberry plants we ordered of you this spring, yet a few were overlooked and six weeks from the day we set out the plants we picked ripe strawberries. We think that is quite some record. The plants are growing beautifully.—Mrs. I. B. Stephens.

## Every Plant Has Lived

Passaic Co., N. J. May 12th, 1938. Your plants have proved to be all that your catalog stated them to be. All plants were in a healthy condition and have blossomed profusely and are beginning to show fruit. Every plant has lived and more than doubled its size in spite of a 4½ inch snowfall and a two day black frost within a week after setting out. I certainly will recommend Allen's strawberry plants whenever possible. Thank you for your prompt attention to my order.—Mr. Louis Reichel.

## Dealing with Friends

Lycoming Co., Pa. April 16, 1938. I received the Premier and Catskill plants in fine condition and now they are all growing nicely in our garden. Thank you for returning the excess postage I sent. There seems to be a personal touch in your service that makes one feel he is dealing with a friend rather than with some "company" with which he is not acquainted. Best wishes for your continued success.—Mr. Joseph E. McIlwain.

## Fine Yield—1,800 Quarts from 1,200 Plants

Marion Co., W. Va. April 13th, 1938. I got my plants from the post office this evening and they sure are very nice. The Fairfax and the Premier that I got from you in 1936 did fine. I picked 450 gallons from 1,200 plants and they were certainly nice. Many of my customers said they were the finest they ever saw.—Mr. W. W. Laughlin.

## Wonderful Plants—Large Yield

Middlesex Co., Mass. August 9th, 1938. I wish to express my thanks for the wonderful plants you sent me in 1937 and to tell you that I received a large yield this spring.—Mr. J. W. Molan.

## Fairfax—A Strong Grower

Essex Co., Mass. May 20th, 1938. The plants I received from you have been most successful, especially the Fairfax. This is a very strong, erect variety. They are in full bloom now and I have flower stems nearly as large as a pencil and stand 14 inches from the ground.—Mr. P. J. Brooks.



## *It Will Pay You 10*

**1. True to name.** You get the kind you want and pay for.

**2. They are good plants** with strong crowns and well developed root systems, full of pep and vigor.

**3. Good soil is used to grow them,** a well drained sandy loam, well adapted to strawberries and from which plants can be removed with a minimum of injury to the roots.

**4. Full count of good plants is assured** by our system of grading out the weak, poorly developed ones. Not all as large as the specimen plants shown here, but each a good plant of the variety.

**5. Careful Handling** keeps them from undue exposure to sun and wind and thus they retain their vitality.

**6. Clean and straight.** Plants with dead leaves and runners removed, bunched



## *Buy Allen's Plants*

Evenly with roots straightened makes setting easier, quicker, and better.

**7. Proper packing** enables the plants to reach you in good growing condition, fresh and moist, but not rotten nor dried up.

**8. Promptness.** Plants are usually shipped within a day or two of date specified, but as they must be freshly dug, bad weather may occasionally hold up shipments for a few days.

**9. Prices are fair** for the quality of plants shipped. Good plants at reasonable prices are best for everybody.

**10. Experience.** Fifty-four years' experience in growing and selling strawberry plants helps us in our efforts to send you good plants which will give you good results. Let us have your order and we will not disappoint you.





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# STRAWBERRIES

## PAY



*They Have Paid    They Are Paying    They Will Pay*

**A**s a main commercial money crop strawberries for years have returned a good profit. They have yielded larger profits more consistently to good growers than any other fruit or vegetable crop.

**As a side line** to a main farm business like poultry, dairying or vegetable growing, strawberries make an ideal money crop. Growers have found really large profits from rather small acreages.

**As an "Extra-money" crop** from the family garden or small lot strawberries really stand out. They have "what it takes" as many have discovered to their joy.

**As a garden crop** they prove themselves for usefulness and pleasure to all the family in thousands of home gardens all over the country every year.

### *How Much?*

The amount of profit will often run as high as \$300 to \$500 per acre and sometimes as high as \$800 or more. It will vary with different growers and in different seasons. The important thing for every grower looking for profit is to make intelligent use of all the factors under his control. It is our aim to point out what some of the factors are

### *What To Do*

1. **Get in on the high price years** by having some berries every year. It's easier to get the extra help for picking, too, if you have good picking for them every year.

2. **Select some of your best land.** You will put relatively a large amount of labor and expect relatively a large return from your strawberries. Do not waste your money and labor on poor land. Give your strawberries some of the best, and give it careful preparation.

3. **Set fancy, high-yielding varieties** best suited to your purpose. We have tried to tell you the honest truth about all our varieties. We have summarized our conclusions on page 34 under "Picking the Winners". It should not be hard for anyone to know what to plant to get the best, and it is this kind that brings the highest prices.

4. **Grow as many as you can handle properly but no more.** A half-acre field on good land, handled properly might well give more profit than twice the acreage poorly cared for.

5. **Start with good plants.** We, of course, hope to have your order if you are buying plants, but the important thing for you is to get healthy, well rooted, true-to-name stock.

6. **Grow them right.** On pages 24 to 27, under "Common Sense Methods" we have given some of our ideas about growing strawberries, gathered from over fifty years of experience. On Page 27 under "Steps Which Lead to Profit" we have summarized these methods, emphasizing the most important points.

7. **Study your harvesting and marketing problems,** (See next page), and adopt those practices best suited to your conditions.



## Picking Pointers

Careful picking will pay. Careless picking is costly. Retain the full value of your berries by making sure of careful picking and handling.

**Avoid green sides and tips** by selecting varieties that ripen evenly and without green tips.

**Have the pickers discard undersized berries** and those which have soft or rotten spots (especially after a heavy rain).

**Dirty or gritty berries** (after rains) can be largely avoided by using a mulch which is even more effective if plants have been spaced so the mulch can be worked down between the plants.

**Berries look best** in the package when the caps are left on and from one-quarter to three-quarters of an inch of stem is left.

**Bruising and mashing berries detract** from their value and can be avoided by careful picking and handling.

**Well-filled packages** not only make the buyer feel that he is getting his money's worth (even at a higher price) but they actually make the berries show up better.

**After being picked** berries should be carried to the packing shed in a relatively short time. One hour's exposure in the hot sunshine will sometimes ruin an otherwise fancy quart of berries.

**In packing**, face the berries **some** if you must but not too much, as a reputation for an honest pack will help you sell on any kind of a market.

**Clean, bright packages will make your fruit more attractive** to the buyer than dirty, soiled packages. Improved types of crates which do not cut and bruise the berries as much are being developed. If available it may pay you to try them out.

**Pick All That Are Ready.** If this is not done soft berries like Aberdeen may be over-ripe or rotten by the next picking; others, like Fairfax, tend to get dark even though they remain solid. Careful attention to this point will help keep up the grade of berries throughout the season.

## Selling the Berries

**Wholesale Produce Markets.** Hundreds of carloads and truckloads of berries are sold in the produce markets in large towns and cities. The outlet in these markets is very large. Usually canners or juice men clean up each day's shipments so there is little hold-over. Unlike many other crops, strawberries must be sold promptly. Peak shipments of one week cannot be held over to glut the market a week later. Prices for the best fruit even in low priced years are usually high enough to allow a good margin of profit.

**Farmers Markets.** Many towns and cities operate public markets. In these a farmer can rent a stall or booth. In some cases it is only space at the curb for wagon or truck. At these markets farmers sell large quantities of berries and other produce, just their own or for a group of other growers.

**A brand or label** will be well worth while if your fruit is of good quality and there is enough of it to make an impression on the market. This is true for farmers markets as well as wholesale produce markets in the city.

**Local Sales.** These are made to many different kinds of buyers—hotels, restaurants, grocery stores, hospitals and institutions of various kinds. A business of this kind requires some time to develop but is usually a profitable outlet when once established.

**Roadside Markets.** If on or near a well-traveled highway try a roadside market. Many growers are successfully disposing of their crops of strawberries as well as other things by this method. You will be delighted, as we were, by the results even the first year.

**Advertising.** Signs at the farm or notices in local papers will be a big help in selling fruit to local buyers. We have reports from growers who tell us that one small ad has brought enough buyers to their farm to dispose of the whole crop. It will not cost much and should yield big returns.

**They taste like more.** If you are growing high quality berries like Fairfax, Dorsett, Northstar, and others, give the buyer a taste. It's the surest way to make a sale.



A fine crop in prospect

# Fresh Strawberries All Season

**In the Family Garden** nothing equals strawberries as a crop for pleasure, health and usefulness.

**Pleasure?** Sure! The work itself is pleasant and there is beauty in the growing plants with their healthy, green foliage and the profusion of white blossoms. Later on the luscious red berries will be a delight to all the family and their friends of all ages.

**Health.** Strawberries are a source of health. It may be in the stimulation of a little garden exercise; or in the fresh air one gets even when just "grabbing a bite" from the vines between meals; or in the food and vitamin value of the berries themselves.

**Usefulness.** Fresh strawberries, shortcake, ice cream, fruit juice, canned and preserved for winter use. The strawberry garden is a real reducer of the family budget, and a dependable source of extra money which we tell about on the next page.

With **Everbearers** like Gem and Mastodon, the joys and uses of the Berry Garden can be extended all through late summer and fall until freezing weather. Even after "the frost is on the pumpkin and the fodder's in the shock".

Read the letters on these pages from regular folks just like you, who are making good with Family Berry Gardens and small Profit Plots.

## Could Have Sold More Every Day

Clarion Co., Pa. March 14, 1938. The strawberry plants I purchased from you were without a doubt the finest berries we ever saw. I really never knew berries grew so large. They were the Fairfax. It surely was remarkable how many I sold although when purchased were intended just for our own use. The ground was well prepared and the weather was ideal for starting them. There wasn't a day while the berries were bearing that I could not have sold more.—Mrs. Harry Smith.

## Berries to Sell

Raleigh Co., W. Va. May 5, 1938. Last year I bought five hundred plants from you folks and this year I have strawberries everywhere. I have far more than I will be able to use for myself and I want to know where I can buy quart boxes so that I may sell the extra strawberries.—Mr. Otto Bergner.

## All the Family Could Use

Abbeville Co., S. C. Feb. 8th, 1938. In February 1935 I ordered 25 Dorsett and 25 Fairfax from you. My 1936 crop surpassed anything I have ever seen. I picked from 12 to 15 quarts of berries every morning for several weeks and then more than the family could use for about four weeks. Words are inadequate to express my praise for size, beauty and lusciousness as well as quantity produced. I have given your address to a number of canners in North Carolina.—Mrs. G. E. Calvert.

## Unbelievable Amount of Fruit

Cumberland Co., Pa. January 7th, 1938. I am enclosing a picture of my father-in-law, Newell P. Wilson of Cumberland Co., Pa. standing in his patch of 100 Catskills and 50 Fairfax. He cultivated them by the hill method. Many of these plants were knee high and bore an unbelievable amount of fruit. The entire patch bore 93 boxes piled as full as they could be carried into the house. Would have made many more if measured by level boxes as sold in markets and was he pleased with the berries? Quite a few measured up to  $2\frac{3}{4}$  inches across.—Mr. Creedin S. Kruger.

A delightful way to finish a meal.



# Extra Money

## From Family Gardens and Small Profit Plots

**Strawberries "fill the bill" for this purpose for many reasons.**

**Some farmers' wives have their "Egg Money".** Berries work in nicely with poultry. Besides "Berry Money" is possible for many who do not have chickens or cannot give the all the year around attention which chickens require.

**"Berry Money" comes early.** All the work is out of the way before vegetable canning season comes along.

**No crop is more suitable** where boys, girls and women must help. It can be a real family crop with the work light, interesting and usually quite profitable.

**For those who have part time jobs,** or where advancing age or poor health prevents full time work, strawberries are most suitable for supplementing the income.

**To start is quite simple.** Very little capital and very little land is necessary. Any good garden soil will grow nice crops of berries.

**Previous experience is not necessary.** Many are finding our "Common Sense Methods" (Pages 24-27) give sufficient guidance to grow strawberries successfully and profitably.

### Wonderful Berries and Easy to Sell

Marshall Co., Ind. January 26, 1938. Please find attached order for 625 plants. You might be interested in our planting results from about 500 Fairfax, Dorsett and Premier made in the spring of 1936. This was the year of the great heat and drought. However, we ran water from the river to our garden and we really did soak the strawberries, and by fall they looked grand, and we covered them up with rye straw. In the spring we surely had some big green crowns coming through the straw all over the patch and the entire bed was soon a mass of bloom and later—such berries! especially Fairfax. We had one that was  $2\frac{3}{4}$ " x  $3\frac{1}{4}$ " and there were many quarts  $2 \times 2\frac{1}{2}$ " and many gallons of great fine bright red berries. We did not plant any to sell, but there were so many from such a small patch that we had to sell our surplus and they ran after us from then on to get all we could not use.—Mr. W. M. Conover.

### 756 Quarts from 400 Plants

Penobscot Co., Maine. January 10, 1938. In the spring of 1936 I bought 1,400 plants from you. The growing season was very dry and the following spring was the hottest and driest for years. I raised them just as you advise in your book. From the 400 Premier plants we picked 756 quarts of No. 1 fruit for which we received 19c a quart or better wholesale. We made good on the Everbearers, sold some for 50c a quart at the roadside.—Mr. Ray P. Potter.

### Did Well with a Few—Wants More

Montgomery Co., Md. July 13th, 1938. I got 300 plants from you in the spring of 1937 and they gave us a wonderful crop, even the Everbearers. We sold over \$10.00 worth and had lots for our own use besides giving our neighbors quite a few. Practically all the plants lived and as we did so well with them thought we would try it on a little larger scale as a side line.—Mr. M. Hersberger.

### \$150.00 Clear from One-Fifth of an Acre

Schuyler Co., N. Y. March 17th, 1938. We have found your plants better than we can produce but you have yet to show pictures of berries in your catalog of the varieties we have that we couldn't equal. Our Fairfax were the talk of the country and our Premiers sold at 20c, or 2 qts. for 35c when ordinary berries sold for 10c or 3 for a quarter. On less than one fifth of an acre we cleared \$150.00.—Mr. Guy Caywood.

### First Venture—Very Fine Results

Medina Co., Ohio. July 15th, 1938. Last spring I purchased 200 Premier strawberry plants from you. This is the first time I ever planted strawberries. I sold 425 quarts, and about 20 quarts were used in the home. It rained frequently and the berries had a good size to the end. Some were extremely large. On May 12th we had a killing frost that froze our apples and grapes but I covered the berries and even a small piece left uncovered did not freeze and I was the only one around who had berries so they sold fast and we got 20c per quart right through. I was very well pleased for this was my first venture.—Mr. Y. J. Petelka.



# Common Sense Methods for Growing Good Strawberry Crops

**Experience, though valuable, is not necessary. Common sense methods enable even the beginner to grow strawberries successfully.**

## Climate

All forty-eight states of this country as well as Canada and Alaska on the north and several countries farther south produce strawberries successfully. In the far South, berries ripen and are shipped during the winter. Far north they bear in midsummer, the greater bulk of the crop from the temperate regions coming in during April, May and June. With varieties adapted to these different sections, no one need hesitate to plant strawberries because of climatic conditions.

## Soil and Site

**Any good garden soil can be expected to produce satisfactory crops of strawberries.**

The ideal soil for strawberries is a fertile, deep, well-drained sandy loam. They are grown successfully on lighter sandy soils as well as on heavy clay. All of the soil types are made more suitable by adding organic matter, whether in the form of stable manure or green manure crops. Adequate moisture is very essential. Organic matter added to any soil types increases the water-holding capacity. Some soils are naturally springy, others may have plenty of moisture by reason of a low elevation.

In regions where late frosts are frequent, a slight slope is desirable to give good air drainage. A southern slope, being warmer, will start growth quicker and bring the crop into bearing earlier, but for that very reason is more subject to late frosts. A northern slope, on the contrary, will be later, but less likely to be injured by late frosts. On sites where erosion starts quickly, the rows should be planted with the contour of the slope rather than up and down. In regions where late frosts are not usually a serious factor, many fields of low elevation make ideal strawberry sites. This is especially true of the Coastal Plains section where the soil is largely of the sandy loam type and by reason of the low elevation has a water table fairly close to the surface. In these areas open ditches properly managed usually give satisfactory drainage.

If land that has been used for hoed crops is selected, it will simplify the problem of keeping weeds and grass out of the strawberry patch.

Although several successive crops of strawberries are sometimes grown on the same land successfully, it is not considered good practice and the site should be changed every few years if possible.

Sod land should be avoided if possible, as the white grubs winter over in such land and cut off the young plants soon after they are set the following spring. If you have no other land available, plow it in the fall, harrow it during the winter and early spring as often as you can, and many of the grubs will be killed out.

## Preparing the Land

As with other crops, a loose friable soil in a good state of tilth is desirable for strawberries. In fact, on land that is moderately fertile a good mechanical condition of the soil may be just as important as an extra application of manure or fertilizer.

The roots of strawberry plants rarely penetrate further than one foot into the soil. It has been found that 90% were in the top six inches of soil with 73% of the roots in the top three inches. This emphasizes the importance of having these few inches of top soil in as good condition as possible for best results.

The matter of drainage, moisture-holding capacity and fertility are the important factors to consider if the location of planting strawberries has not been selected

in advance. If selected the previous year, a green manure crop can be plowed under in the summer and an early winter cover crop such as rye planted and plowed in early spring. Stable manure applied to the previous crop is still good for strawberries, although it can be applied to advantage in the winter or spring before planting. The land selected should be plowed in early spring. If stable manure is to be used it should be spread broadcast on the land just after it is plowed. If the land used is fairly heavy clay which would make it difficult to get the manure disced in thoroughly, it may be better to plow it under. Then the land, either with or without the manure, should be disced thoroughly and harrowed to level it so that a nice, soft, even planting bed is available.

## Green Manure Crops Help

"We have never found a way to secure high yields of strawberries unless the soil is well filled with organic matter." So says Mr. R. A. Van Meter of the Massachusetts Experiment Station. We agree with that. Many green manure crops are available to help build up the organic matter. For summer crops peas, beans, some clovers, lespedeza, sowed field corn, or a rank growth of weeds and grass may be used. For winter crops, rye, wheat, oats, etc., are good. The legumes are best if you can get a heavy crop. We like best for this latitude, cow peas for summer, rye for winter. We recommend for you the crop that will make the heaviest growth. All of them should be turned under when they have the greatest amount of green growth and before maturing seed. Green growth rots quickly and the absence of seed makes cultivation simpler for the crop following.

Soil preparation for strawberry plants starts so early in the spring that a winter cover crop should be selected which makes the largest amount of root and top growth in the fall. Where strawberries are to be set early the following spring we prefer rye to any of the other crops mentioned. After a heavy sod has been grown the rye sod should be disced before plowing in order to get the ground in finer condition and make cultivation simpler for the strawberry plants.

## Set Plants in Spring —Early

**Early spring is the logical, natural, and most successful time to set strawberry plants. Don't neglect setting some plants this spring, 1939, if you want a crop in spring or early summer, 1940. Fall planting (even if plants live) will mean little or no crop until the season of 1941.**

**Everbearing varieties, even more than others, should be set early in the spring because they bear their best crop in the summer and fall of the same year and need the best possible start.**

## How Early?

Just as soon as weather permits getting ground ready. In the South, February, March and early April. In the middle states, March and April. In the Northern states, April. Also, the first half of May in late seasons and in states far north.

**Why so Early?** Experience has taught that strawberries live better and grow better if they can become established early in the spring while the soil is still cool and moist. Late set plants are more likely to run into hot, dry conditions which make good results unlikely if not impossible. Furthermore, investigations have shown that runner plants made early are much more fruitful than those made in late summer or fall. Early spring planting, therefore, tends to promote a larger percentage of highly productive, early set runner plants. If ordering plants be sure to order early enough so that they can be at hand as soon as the ground is prepared. Results of experimental studies on the growth and development of strawberry plants near Washington, D. C., published in 1930, showed high growth rates for plants during days where average daylight temperatures were from 68 to 75 degrees F., while lower or higher temperatures slowed up the rate of growth greatly. This checks with the experience of growers who know that strawberry plants often start out in spring and make a very rapid growth until the first hot days of midsummer. Then the growth is checked until the cooler days and nights of late summer and early fall. This indicates one more reason for early setting to give the plants full advantage of the favorable growing temperatures of late spring and early summer.



Too shallow

Just right

Too deep

## Care of Plants

Set plants on arrival if possible. It will help if roots of the plants can be dipped in water and allowed to "plump up" for some time before setting. If plants have become quite dry and withered in transit it will help to let them stay in the water for two or three hours, perhaps longer. When this is done, however, they should be set fairly soon after being taken from the water. At any rate have them thoroughly moistened and plump when planting. If anything prevents immediate planting and the weather is cool, the top of the crate should be taken off and the plants loosened in the crate, still keeping the roots covered with the packing material. Placed where it is cool, plants will keep like this for two or three days on early shipments. When plants are received late and lots of growth has been made, or where longer delays in setting are unavoidable, plants should be heeled in in some shaded or protected place. Dig a V-shaped trench, open the bundles, spread them out in thin layers with buds just even with the surface of the ground, then firm the soil back against the roots of the plants. If necessary several layers of plants can be heeled in the same place with one or two inches of soil between each layer. Wet the soil and plants thoroughly when heeling is

done. A covering of straw or other mulching material will protect these plants in case it gets quite cold before setting can be done.

If cold storage facilities are available nearby, **plants received early** can be kept for several weeks in excellent condition in case weather conditions have prevented immediate setting. It may be better to keep them this way and set them when ground can be put in good condition than to set them at once in land that has not been properly prepared. A small lot of two or three hundred plants could be kept in fine condition for many days in the family refrigerator or ice box if there is room.

## Clipping the Roots

Some growers clip the roots of strawberry plants before setting. If not cut too short it does no harm. However, it is not necessary nor helpful if you can get the roots of the plants in the soil without being doubled up. It is better to clip the roots somewhat than to have them doubled up in the ground. Where a horse-drawn transplanter is used it is probably better to clip the roots anyway to expedite handling the plants unless they are very small.

## Distance to Plant

We recommend setting plants in rows  $3\frac{1}{2}$  to 4 feet apart, or even as much as  $4\frac{1}{2}$  feet if the soil is very fertile. The plants should be set 15 to 30 inches apart in the row, depending on the variety, the condition of the soil, earliness of setting and the vigor of the plants used. If these things are all favorable, free growing varieties can be set safely at least two feet apart, but if set late in the season when the plants have become weakened with new growth and blossoms, or if the soil is not in good condition they should be set as close as 15 inches to 18 inches apart to insure a good stand.

In small garden plots or where the hill system is used, distances can be varied to suit individual plots. 7,000 plants per acre is a safe number to calculate for larger plantings.

## Plants Required for Various Planting Distances

Rows ft. apart	In the row 18 inches	Total per acre 9,680 plants
3 ft.	24	7,260
$3\frac{1}{2}$ ft.	18	8,297
$3\frac{1}{2}$ ft.	24	6,223
4 ft.	18	7,260
4 ft.	24	5,445
3 ft. 8 in.	20	7,128

## Methods of Setting Plants

Where commercial fertilizer is to be used under the plants, rows should be run out 3 or 4 inches deep with a one-horse plow, the fertilizer drilled into these rows and thoroughly worked in. Then the soil should be thrown back into these furrows and again leveled off. Where considerable acreages are planted, a horse-drawn transplanter such as is used for sweet potatoes, tomatoes, tobacco, etc., is often used. To do a good job this way, however, requires skill and experience, if the crowns of the plants are to be left at the proper level with the roots extending straight into the ground and not set on a slant, oftentimes near the surface of the ground. This method requires a driver, two operators and another man to walk behind to fill in missing plants, reset those too high or too low and to firm the soil around the plants. A spade, trowel or dibble are the tools most often used in setting plants. Where one of these is used, they are set down the prepared row with the roots of the plants spread out as much as possible and the bud of the plant just at the surface of the ground. It is also important to press the ground firmly against the roots and to see that dirt is filled in near the crown of the plant so that the top of the roots will not be left exposed. (See sketch for proper depth of planting.) Where the fertilizer is not put under the plants, the rows can merely be laid off with a marker and the plants set by any of the methods suggested down the marked row instead of down the fertilized row.

## Avoid Late Setting

Late in the season plants have produced a heavy foliage growth. This drains the vitality from the roots and in hot, dry seasons especially will make them dry and withered by May 1st or soon after. In setting plants with a heavy top growth, when roots are set at the proper depth the long, large stems and leaves make the plants seem top-heavy and there is a tendency to set the plant too deep. If the plants are to live the buds must not be covered and the soil must be pressed firmly about the roots. When the weather is cool and soil conditions are good, such late-set plants generally prove satisfactory. If soil conditions are bad it is almost impossible to get a good stand and growth. We know of several experiments by the U. S. Department of Agriculture and State workers where plants have been dug in March while they were still dormant and put in cold storage. They were held at 32 degrees F. and taken out at intervals for planting. In every case such storage plants have proved better than freshly dug plants after April 15th and far better after May 1st. Where storage facilities are available we recommend this practice for those who cannot usually set plants by May 1st or earlier.

## Manure and Fertilizer

**Chemical fertilizers** are not always needed. Soils that are naturally fertile and have had frequent applications of stable manure may not need the addition of any chemical fertilizers. A rank healthy growth of plants with vigorous, dark green foliage is evidence that the fertilizer is not needed. Barnyard manure supplying both humus and nitrogen is the best fertilizer for strawberries. It should be applied broadcast and disced into the soil before plants are set. On very heavy soils it may be best to plow it under. Equally satisfactory results are usually had if a heavy application has been made to the previous crop.

**As a plant grower and starter** we use about 700 lbs. per acre of a mixture composed of 1500 lbs. Dissolved (acidulated) bone and 500 lbs. Superphosphate. We have had very fine results from this mixture put in the drill and thoroughly mixed with the soil before plants were set. It can safely be applied broadcast but it is not as effective as putting it under the plants or using it as a side dressing soon after plants have started growth in the spring. Other organic forms of nitrogen like tankage or cotton seed meal would be satisfactory in this mixture. The formula should be fairly high in both nitrogen and phosphorus. **Salts of nitrogen and potash should never be put on where they come in contact with the roots of strawberry plants. These materials in complete fertilizers have killed many plants in the past, the dying out occurring throughout the summer as the plants become gradually weakened. Wet weather and thorough mixing with the soil tend to lessen the chances of injury.**

**Fertilizers for fruiting beds** are most effective when applied in late summer or early fall. During the last of August we use about 600 lbs. per acre of a mixture made up as follows: 300 lbs. Sulphate of Ammonia, 300 lbs. Nitrate of Soda, 400 lbs. Dissolved Bone, 900 lbs. Super Phosphate, 100 lbs. Muriate of Potash. It is most important that foliage be thoroughly dry when applications are made and that any which lodges on the leaves be brushed off promptly. Applications in late summer tend to aid in the development of fruit buds, strong crowns and large leaf area per plant. Spring applications are not recommended except where land is very poor or where the plant growth has been weak the preceding fall. Where spring applications are made they should be put on before growth has started. It is sometimes best to make spring applications on two year old beds where the **fruit buds** formed may be plentiful but vigor not up to standard.

As a substitute for the fertilizers recommended in either late summer or fall, tankage, fish, cotton seed meal, or any other organic nitrogen can be used very successfully. Nitrate of Soda acts the quickest of anything but is more likely to burn unless care is used in its application.

**Fertilizer elements.** We believe that most soils have sufficient potash for strawberries naturally present in them or left over from fertilizers applied to other crops. It is contended in some places that good results have been obtained by its use. We have included 2% of potash in our summer application for insurance only. We have never seen any direct benefit from its use. A fairly high percentage of phosphorus should be included in any fertilizer application for strawberries. Tests generally have shown a good response to its use. Nitrogen is the most important fertilizer element for strawberries. Contrary to popular opinion, the **proper amount** of nitrogen does not make berries softer except as it makes them larger. An **excess** of nitrogen will make berries softer and more subject to rot. The main reason for recommending late summer applications to fruiting beds is that the nitrogen is used in stimulating fruit bud formation and strong crown development rather than a rank vegetative growth which is more likely from spring applications.

For Everbearing strawberries, fertilizers should be similar to those for standard varieties except that three or four applications can be made during the summer and fall to help increase size and quantity of berries ripening during that period.

## Soil Acidity and Lime

Strawberries grow best in a soil that is slightly acid. They grow satisfactorily in soils running from slightly sweet to moderately acid. They will hardly grow at all in soils that are moderately sweet or very acid. For those familiar with pH tests for soil acidity we can say that the optimum is from 5.7 to 6. The range of satisfactory growth is from 5 to 7 and they will survive within a range of 4 to 8. Experiments in Virginia and elsewhere demonstrate that strawberries will thrive under more acid conditions if there is a large content of organic matter. Where strawberries have been planted on soils that are quite sweet Ammonium Sulphate should be substituted for Nitrate of Soda in fertilizer applications. If lime is to be used to correct a very acid condition we would prefer to have it applied to the previous crop or at least during the fall preceding spring setting.

Even though strawberries are known as an acid soil crop, yet some soils are so acid that an application of lime will be of great help. On the other hand, unless excessive amounts of lime have been added, very few soils need be avoided on account of its lime content.

## Cultivation

**Uncover the buds.** The plants should be cultivated and hoed soon after they have started growth after being set out. It is very important at the first hoeing to uncover the buds of any plants which may have been planted too deep or have become covered after planting. If this is not done very early many of these plants will die. Most of them will not recover in time to amount to anything even though they might live all summer. On heavy soils this is even more important and in some cases is the biggest single factor in failing to get a good stand of vigorous growing plants.

**Cultivate** often enough to keep the surface of the ground from becoming crusted and to keep down the grass and weeds. It is not necessary to practice deep cultivation. A depth of one to one and one-half inches is deep enough for the hoe, or perhaps slightly deeper with the horse cultivator. Frequent cultivation should be given even though weed and grass growth is not a serious problem. It is important to remember also that two cultivations made in time are much more helpful and much less work than one made after grass and weeds get bad.

**Surveys** of many strawberry fields have shown that the fields which received frequent hoeing and cultivation made larger, stronger fruiting beds and a better crop of berries. We have found this to be especially true in getting a good bed of Chesapeake and other varieties which normally do not make many plants.

## Cutting the Blossoms

Blossoms should be removed from newly set plants as soon as they appear. To allow them to set berries and mature them involves a drain on the vitality of the plants. Removal of blossoms aids the plants in

overcoming unfavorable conditions and in starting growth and runner production quicker, as well as helping Everbearers develop the vigor required to produce a crop of fruit so quickly after being set. This has much added importance when the extra fruitfulness of early formed runner plants is considered.

## Training

We believe the well spaced matted row is the best system for getting the largest crops of the best berries. From four to six plants per square foot are ample for fine results. If it can be done economically it will pay berry growers to use some method which will prevent thickly matted rows.

## Advantages of Spacing

Fields that have been restricted to a maximum of six to eight plants per square foot of row have the following advantages over fields where plants are very thickly set.

The total yield will be larger.

The berries will be much larger in average size.

They will stand wet weather with less rotting.

Berries will not run down in size as fast, especially in dry seasons.

Mulching materials can be used more effectively.

Conditions for perfect pollination of the blossoms are more favorable.

Berries are better in quality.

Berries are easier to pick, resulting in less over-ripe berries.

Spacing will pay if the cost can be kept fairly low.

## Spacing Methods

Spacing, to be profitable must cost less than the increased returns. With this in mind we suggest that growers should not be too fussy about exact distances in spacing. However, some attempt should be made to restrict the number of plants when their number becomes excessive. The following simple practices have been found helpful.

Much spacing and thinning can be done when the plants are hoed without very much extra cost. A better job is done if those who do the hoeing can be made to realize that extra plants over four to six per square foot are nothing but weeds and are just as harmful.

Growers should avoid close horse cultivation after runners have formed to prevent crowding late set runners back into the row.

If the row is kept open wider rows will mean more good berries. After the desired width of the row has been obtained, late runners on the sides may be cut off with a rolling cutter attached to the cultivator.

After the early plants which form the spaced rows have become established, a light rake or harrow may be dragged across the beds to pull late runners to the sides of the row. They can then be cut off with the rolling cutter run first on one side of the row and then the other. Some commercial growers are using this method with free growing varieties like Blakemore and Dorsett.

## Mulching

A mulch is applied for one or all of several reasons: First, to guard against winter injury to roots and crowns by protecting them from the extremely low winter temperatures. Second, to avoid lifting the plants by the freezing and thawing of the soil in winter. Third, to keep the soil cool and moist and to retard or check growth of weeds and grass during the season when fruit is being produced. Fourth, to keep berries from being spattered with dirt by rain during fruiting season. Fifth, by delaying blooming it tends to prevent injury by frost in the spring.

**Time of Application.** Experiments have shown that plants gain in hardiness during the winter and are much more resistant to low temperatures in March than in November. Thus the mulch can be applied early and removed early even before the last freezes are over unless it is left to delay blooming either to escape late frosts or to aim for a better late berry market.

Dr. Roberts' experiments in Wisconsin, reported in 1933, indicated that the common practice of applying the mulch after the ground is hard frozen makes the work easier but may be too late to be fully effective. He obtained complete protection from an application made **before** first freezing weather but much injury to both crowns and roots from an equally heavy application **two weeks later** after a freeze had occurred.

Generally speaking, mulches are not needed for winter protection South of Washington, D. C. Also the danger from partial smothering is greater unless watched carefully. In some sections of the South a mulch of light straw or pine needles is applied after cultivation in the spring to give the other benefits of mulching if winter protection is not needed.

The amount of mulch required varies from one to four tons per acre. In removing the mulch the larger amounts should be raked up and removed from the field. The smaller amounts may be pulled to the center between the rows with enough left on them to work down between the plants in the row.

The practice of leaving a mulch on to avoid late frosts involves much risk, and should be attempted only by experienced growers or on a small scale.

**Materials.** Wheat straw and marsh grass are considered the best materials, but rye, pine needles, coarse straw manure and various kinds of hay or roughage can be used to advantage. A good practice is to use the materials which are readily available at a reasonable price.

## Irrigation

Various forms of irrigation are used by growers in different sections. Any method which economically supplies needed water, especially just before fruiting time, will be helpful and worth while for strawberries. However, it is not necessary for good results. Most of the good berry crops in this country are produced on good strawberry land that has been well filled with organic matter by the addition of stable manure or green manure crops.

## Perfect and Imperfect Varieties

Perfect flowering varieties planted alone will mature a crop of perfect fruit. Imperfect flowering varieties should have perfect varieties planted with them, at least one row for every five or six. When two varieties are used in equal amounts, they are often alternated three or four rows of each. Alternating plots of different varieties made necessary by one of them being imperfect are a nuisance to the grower at harvest time. In our price list perfect flowering varieties are followed by "per" and imperfect varieties by "imp."

## Spraying

Spraying is not usually necessary in growing strawberries successfully. Care in purchasing healthy plants, and in selecting varieties immune or resistant to disease and insects is much more important.

## Steps Which Lead to Profit

**Select good soil**, well filled with organic matter for your strawberry planting. Give it careful preparation including nitrogen and phosphorus fertilizers if needed.

**Choose the best varieties and get good plants** to start with. Set them as early as the soil can be worked. The beneficial results of early setting have been thoroughly demonstrated.

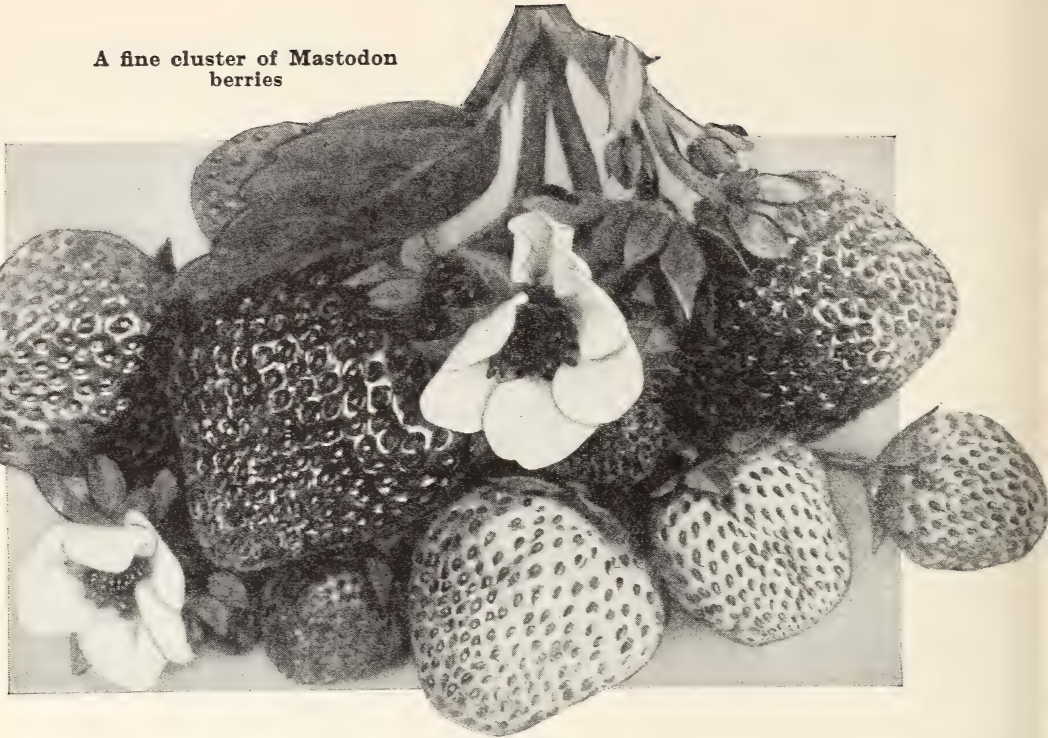
**Start cultivation early and save the first runners.** Care should be taken at the first hoeing to uncover any buds that are not free. Tests have shown that runner plants made in June have yielded as much as fifteen times as many berries as those made in September and October.

**Some attention to thinning or spacing** will pay if necessary to prevent plants from becoming thick and crowded on the rows.

Apply fertilizer as a top dressing **in late August** or September except on land that is very rich and the beds have made a very vigorous growth.

**Apply a mulch if needed and do it early enough.** Good crops of nice berries can almost always be made to yield a profit, if they are **picked carefully and marketed intelligently.**

A fine cluster of Mastodon berries



## Everbearing Strawberries *A Real Prize in the Family Garden*

**BIG LUSCIOUS** strawberries can be had all through late summer and fall until freezing weather. This idea of having strawberries out of the regular season has become so popular that thousands now grow them regularly. It is no longer an experiment. Have some for yourself.

**They start bearing only a few weeks after plants are set.** Plants set in March or April start bearing in July and August. This is quicker than most vegetable crops are harvested and much quicker than any other fruit crop.

**A fine crop the following spring** is produced by most Everbearing varieties. When conditions are favorable a third crop—the second fall crop—is made within eighteen months after plants are set.

**Better varieties have made Everbearers a money crop.** More growers every year are finding them profitable. Gem and Mastodon are the best, with Green Mountain and Wayzata well liked in Northern States. In the South, Everbearers are suggested for home gardens only; but in the Middle and Northern states they are worth trying commercially. Where conditions are right they will pay. Even if local conditions are unsuitable or weather conditions unfavorable for the fall crop, the spring crop is pretty good insurance against loss. Selling the berries is easy. Roadside markets provide a good retail outlet, wholesale dealers like them. As this is written (November 10, 1938) our own shipments of Gem are bringing 25c per **pint** in Baltimore and Philadelphia.

### **Fine Results from Gem in Minnesota**

Beltrami Co., Minn. Nov. 9th, 1938. I was very well pleased with the plants I got from you last spring. Two days after I set them out we had a sleet storm followed by three inches of snow and a hard freeze. I thought my plants would be all gone. However all of the Gem lived and most of the Mastodon. The Gem also had more berries than the Mastodon by far, so it looks like the Gem is the best Everbearer for this part of the country. Your plants have proved to be O. K.—Mr. E. B. Fay.

### **Gem Excellent in Maine**

Cumberland Co., Maine, Sept. 5, 1938. We have

had an abnormally wet season. I set around 3,250 plants and, as usual with Gem, we weathered the gale. I have already picked 1,000 pints and should have almost two months to go yet. One year I picked to mid-November. I have secured a minimum of 20c per pint wholesale and 25c retail and am usually booked ahead for the next picking. I look for better than 2,000 pints from this block this first season. I never have to hunt for a market. My roadside markets (2) took all I got in August and the best market in town takes all of them now. Expect to set around 15,000 next year and I can assure you they won't be anything but Gem.—Mr. Bassett P. Perkins.



# How To Grow Everbearers

In general the same cultural practices that are used in growing good crops of standard varieties apply also to growing Everbearers. There is nothing about the job that a beginner cannot do successfully. However, so much is expected from Everbearing varieties in such a short time that it is important to use the best methods possible in order to obtain the biggest crops of nice berries.

**1. Start with strong plants.** A good plant will more nearly be ready for the job of fruiting within a few weeks than a weak one. One reason why Mastodon has had such wide-spread success is because the plants usually run large and make a good start even if conditions are not always of the best.

**2. Set plants early while both plants and soil are in good condition.** Strawberries start better if the soil is cool and moist and if they have not become too much devitalized by a heavy growth of leaves and blossoms before setting is done.

**3. Start cultivation soon** after the plants themselves start putting out young leaves. This will help in making the vigorous plant growth which is necessary before fruiting starts.

**4. Blossoms should be cut off** at the first hoeing. Later ones should be cut off as they appear until about the middle of July. This enables the plant to build up vitality for berry production later on when the berries are more salable. It takes about one month from blossoms to ripe berries.

**5. The hill system is best.** Lack of total production in the fall has been the chief criticism of Everbearers. Careful experiments show that removal of runners not only builds up stronger individual plants, but increases blossoms and fruit production. However, good results are often obtained from matted rows unless they have been allowed to get very thick and crowded. If a matted row system is used it is recommended that each plant set be allowed to make only a few runner plants, say from three to six new runners per plant.

**6. Planting distances.** In small gardens where not much good ground is available, plants should be set in the hill system. Even where larger acreages are grown many growers are finding the hill system best. In this system plants are set in rows 2 ft. apart with the plants twelve to fifteen inches apart

in the row. If a hedge-row or narrow matted row is to be used, the rows can be about 3 ft. apart. A slightly wider distance is used where a full, wide matted row is to be formed. Any distance is satisfactory if plants are kept well spaced.

**7. The spring crop and second fall crop.** Some Everbearing varieties make a much better spring bearer than others. Mastodon is one of the best. Champion is one of the poorest in this respect. The second fall crop will be better if plants are not allowed to produce the regular spring crop, but we do not believe it would be economical to remove the spring blossoms. It would be better to fertilize heavily and irrigate if possible to produce both crops and to make additional plantings for more fall berries.

**8. Mulching.** Experiments indicate that summer mulching increases total yield little or none. However, by helping keep down weeds it reduces labor and by keeping berries clean and bright it increases the value of the fall crop. Mulching can be used much more effectively if grown in hills or in very thin rows. When used it should be applied about June 20th-July 1st, by which time most of the new runner plants, if any, will be started. From two to three tons of wheat straw, marsh grass, or other fine material should be used per acre. See page 27.

**9. Fertilizer practices** for Everbearing varieties are similar to those for standard kinds, but as so much more is expected in a shorter time heavier and more frequent applications should be used. Fertilizer as recommended on page 26 should be used at planting time. Great care must be taken to see that fertilizer is applied when the foliage is thoroughly dry, and that any which lodges on the leaves is brushed off at once.

**10. Ample moisture** increases size and yield of Everbearing strawberries. It also increases the

efficiency of fertilizer applied. It is important, therefore, to select land naturally springy or well filled with organic matter. Irrigation would help and any method of getting the water applied would be satisfactory.

**11. Yields** of two or three quarts per plant are sometimes made but they are unusual. A yield of one quart per plant set is quite common but far above the average which is probably not over one half quart per each plant set. These yields refer to the crop produced the first summer and fall after the plants are set in the spring.



We recommend marketing Everbearers in pint baskets. The 15-pint flat pictured here has proved profitable with us. A 24-pint crate with two layers has also proved popular.

# GREEN MOUNTAIN

A FINE NEW EVERBEARER  
FOR COLD CLIMATES & HEAVY SOIL

Some of the best crops of Everbearing strawberries we have ever seen have been Green Mountain in their native state of Vermont. Green Mountain is one of the most vigorous growing of all the Everbearers. The foliage is very healthy and makes large, strong plants in moderate numbers rather than great numbers of small plants. The berries are of good quality. The texture is rather dry which is one of the reasons why they carry so well.

In most sections the summer and fall crop starts in a little later than Gem and Mastodon but bears heavily during the period just before freezing weather. Green Mountain is best adapted to cool climates and heavier soils. In some of the Western States it has been rather shy as an Everbearer. In that respect it has been quite satisfactory in most trials in the Eastern and Northern sections. As a spring variety, Green Mountain is probably the best of all the Everbearers. It produces a very heavy spring crop of berries that are firm enough to stand shipment with other commercial varieties. They have prominent yellow seeds and make a very attractive appearance in the package. They have done very well both for shipment to wholesale markets and for selling at roadside stands. Green Mountain is a patented variety, the patent being held by the introducers. It is understood when you purchase plants of this variety that you purchase the right to the fruit crops produced and to propagate plants for your own use, but not to sell or give away. We are selling Green Mountain under special arrangement with the patent owners. Try a few. Price list, page 35.



Fine sturdy plants from these Mastodon beds

# MASTODON

The Most Popular  
EVERBEARER

Mastodon might well be called the universal Everbearer. It has been so good in so many sections that we are safe in saying Mastodon is the variety that has put Everbearers on the map as a money crop. One of the reasons why Mastodon has done so well is because it makes a large, strong plant which is able to produce the summer and fall crop so quickly after the plants are set. The plants make a vigorous growth under good conditions but are shy in runner production when conditions are not favorable. The berries are rather large in size, somewhat irregular in shape and of good quality. They are firm enough to stand shipment moderate distances if not left on the vines too long. There is considerable variation in the productiveness of the Everbearers in different seasons. The Mastodon crop is sometimes impaired both in quantity and quality either by heavy rains when they are in bloom, or by excessively dry periods. It seems to be somewhat more affected by such conditions than the Gem. Mastodon ranks with Green Mountain as the best of the Everbearers so far as the spring crop is concerned. Both of these can be safely planted for the summer and fall crop but if this should fail a good crop in spring is almost sure. We recommend Mastodon both for home gardens and commercial purposes from the latitude of Virginia northward. Price list, page 35.

### Mastodon Created a Real Furore

Bergen Co., N. J. March 23, 1938. Please give me a price on 250 Mastodon plants by mail to my home here. I would like a copy of your catalog also. Your Mastodons are incomparable. The lot I planted three years ago created a real furore. Want to try out some here.—Mr. H. M. Sullivan.



## Most Dependable Everbearing Variety

If we were limited to one Everbearing variety we would choose Gem both for the home garden and as a money crop. It is not as good as Mastodon or Green Mountain for the spring crop, but as an Everbearer it is the most consistent producer of summer and fall berries. Gem makes a rather small plant but a very vigorous growth. The plants start bearing early in the summer and continue until freezing weather. The berries are the most attractive of all the Everbearers, average quite large in size and are a beautiful light red in color. The quality is rather tart but well liked by most consumers.



Gem has been the best seller we have had on local markets because of its attractive appearance. It ships well and retains its beauty so that on wholesale markets also Gem brings top prices. **Without hesitation we recommend Gem for all who want to try Everbearers in their gardens.** No grower should start in with Everbearers in a big way until some testing has been done but we thoroughly believe that Gem has many possibilities as a profit maker in various sections of the country where Everbearers have not been grown for profit. We have a nice stock of Gem plants this year. Let your orders come. Price list, page 35.

### Wayzata

This variety has made a fine record in some of the Northern States especially

Minnesota and Wisconsin. Growers there are very enthusiastic about the yield, size, appearance and quality. Records are quoted showing profit as high as \$2,000 per acre when grown under irrigation and with heavy feeding. The plants make very few runners and will, therefore, probably always be rather high in price. The berries run rather large in size, are rather soft but have a distinctive aromatic flavor. Wayzata makes so very few runners that it is quite easy to grow them by the hill system. It is typical of Wayzata to develop very large crowns rather than to make new runners. In such cases it is

necessary to divide the large crowns into sections to get any increase at all. We have a small stock of very nice plants. Price list, page 35.

### Champion (Progressive)

This was the first good Everbearer. It is still the sweetest of all. The plants are very productive although the berries are rather small. Champion is not as strong a grower as the Mastodon or Green Mountain, but has done well in most states and is one of the best in the South. Sweetness and productivity are the strong points of this variety. Price list, page 35.

## Collections for Your Convenience

### ALL SEASON STRAWBERRY GARDENS

<b>DORSETT</b> —For luscious Early berries	}	<b>COLLECTION A</b> (4 lbs.)	<b>\$1.00</b>
<b>FAIRFAX</b> —Second early—Finest quality		100 plants (25 of each)	
<b>CATSKILL</b> —Medium to late—largest and most productive		<b>COLLECTION B</b> (8 lbs.)	<b>\$1.75</b>
<b>GEM</b> —Most dependable Everbearer		200 plants (50 of each)	
		<b>COLLECTION C</b> (16 lbs.)	<b>\$3.00</b>
		400 plants (100 of each)	

### EVERBEARING GARDENS

<b>GEM</b> —The little giant Everbearer	}	<b>COLLECTION D</b> (4 lbs.)	<b>\$1.10</b>
		100 plants (50 of each)	
<b>MASTODON</b> —The universal Everbearer	}	<b>COLLECTION E</b> ( 8 lbs.)	<b>\$1.80</b>
		200 plants (100 of each)	

### DEPENDABLE PROFIT PLOTS

<b>DORSETT</b>	}	<b>COLLECTION F</b> (22 lbs.)	<b>\$3.25</b>
		600 plants (200 of each)	
<b>FAIRFAX</b>		<b>COLLECTION G</b> (50 lbs.)	<b>\$6.75</b>
		1,500 plants (500 of each)	
<b>CATSKILL</b>	}	<b>COLLECTION H</b> (90 lbs.)	<b>\$13.00</b>
		3,000 plants (1,000 of each)	

These collections are recommended especially for states in the latitude from Virginia and Missouri northward, and in higher altitudes farther South.

*Premier, the hardiest variety of all, may be substituted for Dorsett in any of these collections if you request it.*

These prices are f.o.b. Salisbury, payment with order. Add postage figured from approximate weight given and parcel post table on page 33. The larger collections (400 plants or more) will go cheaper by express collect.

# Allen's Plants or Your Own?

## Allen's Plants Better Than His Own

Crawford Co., Pa. February 14, 1938. Last year I harvested berries from plants that I got direct from you. They did so much better than those I had grown one year that I would like to get all of my plants from you this season. What I want is Premier. I will need from 25 to 40 thousand plants. Can you furnish me that many? I am not looking for cheap plants. I want Premier strawberry plants as good as I have always received from you, and true to name. Have been well satisfied with your plants so far. Let me hear from you.—Winifred Delo.

## Always Better

Hancock Co., Ind. June 2, 1938. The season is late here and some are setting plants home grown, but we have sent away and bought your plants and always did better with them.—Reva Pope.

## Always Considered Best

Linn Co., Iowa. April 26, 1938. The plants arrived in fine moist condition yesterday. I feel quite sure they will give satisfaction as I have always considered your plants the best.—Mr. George E. Borghart.

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## Instructions to Purchasers

**Terms. Cash with order.** Remit by Money Order, Bank Draft or Cash in Registered Letter. No C. O. D. shipments, without part payment.

**Packing.** No extra charge made for packing at prices quoted on page 35.

**Time of Shipment.** We ship plants from November 1st to May 1st. See paragraph on page 24, "Time to Set Plants."

**True to Name.** We take every precaution to have all plants true to name and we will refund your money if any prove otherwise, but we will not be responsible for any sum greater than the cost of the plants.

**Late Shipments.** All plants ordered shipped after May 1st will be packed and shipped in best possible condition but at purchasers' risk.

**Our Guarantee.** We guarantee all plants ordered shipped before May 1st to reach you in good condition. If they are found to be otherwise, either through a slip on our part or delay or mistreatment in transit, notify us immediately so that we can refill your order. Any claim for poor condition must be made immediately on receipt of plants as we cannot be responsible for drought, floods, insects, etc., which may affect the plants after their arrival, as these things are entirely beyond our control.

## When to Order--And How to Ship

**Order** as soon as you have decided what varieties and how many you want. **Write plainly**, so that we can get your name and address correctly for prompt acknowledgment of order and delivery of plants. **Be sure to fill in your County on the order sheet.**

**Express** is generally satisfactory and the best way to ship plants if your order is large, or if the distance is great.

**Parcel Post.** Generally cheapest and most satisfactory for small shipments and with larger shipments in adjoining and nearby states.

Strawberry plants packed for shipment weigh approximately **4 pounds per 100 plants**. Make up your order, calculate the approximate weight and if you do not know your zone from Salisbury, Maryland, use distances given herewith, or ask your postmaster.

With zone rate published here you can easily calculate the amount of postage to send.

**Be sure to send enough postage as any excess will be returned.**

**If sufficient amount to pay parcel post charges is not sent with the order, the plants will be sent by Express collect, or by parcel post C. O. D. for the amount of postage due, as we cannot keep accounts and send bills for small items of postage.**

Zone	Miles	1st pound	Each additional pound or fraction
1st.....	0 to 50.....	8 cts.....	1 1/10 cts.
2nd.....	50 to 150.....	8 cts.....	1 1/10 cts.
3rd.....	150 to 300.....	9 cts.....	2 cts.
4th.....	300 to 600.....	10 cts.....	3 1/2 cts.
5th.....	600 to 1000.....	11 cts.....	5 3/10 cts.
6th.....	1000 to 1400.....	12 cts.....	7 cts.
7th.....	1400 to 1800.....	14 cts.....	9 cts.
8th.....	1800 up.....	15 cts.....	11 cts.

**WE HAVE NO AGENTS**—If you want to be sure of getting Allen's plants, order direct from this catalog. Many agents buy their plants where they can get them the cheapest, regardless of quality, and sell them for as much, or in many cases more, than the cost of the best. To be sure of getting **ALLEN'S QUALITY PLANTS** at the best price, MAIL your order to us.

# Picking the Winners

## Early Premier

The frost proof berry. A sure cropper under all conditions. Very productive, very profitable, widely adapted. Holds many records for yield and profit. Planting Premier is playing safe.

## Fairfax

Highest quality of all. Very productive—beautiful, large berries, becoming dark when full ripe. Buyers come back for more. Best for home garden, very profitable for quality trade.

## Dorsett

Most profitable early berry we have ever grown. Under favorable conditions excels Premier in productiveness, size, beauty and profit, but not as widely adapted. Very fine quality. Try it. **BLAKEMORE** (light) is a fine early shipping berry grown mostly from Maryland south although with proper spacing it may do well farther north. **NORTHSTAR**, a new U. S. D. A. variety of great beauty, high quality and large size.

## Midseason Catskill

Has never missed a crop. Heaviest yield, largest average size of any variety, early or late. Good quality, good shipper, fine appearance. Sells with Dorsett, Fairfax, Chesapeake. Widely adapted from far north, south to latitude of North Carolina. Catskill is the best midseason variety.

## Big Joe

The best all around midseason berry except Catskill. A money maker for many growers, fine quality for the home garden. Big Joe berries average large in size. Bring top prices on the market. **ABERDEEN** is very productive, berries large, light color, soft. Does best on heavier soils, nearby markets. North only.

## Late Chesapeake

The aristocrat of strawberries. Where it grows well no late variety will surpass it as a profit maker. Equally good for shipping, local market or home garden. If your soil does not suit Chesapeake, plant **LUPTON** for a large late shipping berry, **WM. BELT** for high quality, **Gandy** for extreme lateness.

## Everbearing Mastodon

Most popular and widely grown Everbearer. A strong grower. Berries large, good quality, good shippers, excellent for home use and most generally used when planting for profit.

## Gem

A newer variety. With us far better than Mastodon. More productive, more profitable, berries prettier, better shippers, equal in quality. Try Gem. It is the most dependable everbearer.

## Green Mountain

Most vigorous of the Everbearers. Very productive, good quality, fine appearance, best in cool climates and on heavy soils.

**DELIVERED PRICES ON REQUEST**—We hope that berry growers who may be uncertain about transportation costs will send us the list of varieties and quantities they are interested in. We will be glad to quote delivered prices.

# Price List for 1939

Description Page	25 Plants	50 Plants	100 Plants	200 Plants	300 Plants	400 Plants	1000 Plants	5000 Plants
<b>Early Varieties</b>								
11 BELLMAR (Per).....	\$ .25	\$ .40	\$ .65	\$1.10	\$1.50	\$1.80	\$4.00	\$17.50
10 BLAKEMORE (Per).....	.25	.40	.60	1.00	1.35	1.60	3.50	15.00
11 Clermont (Per).....	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
11 Daybreak (Per).....	.50	.90	1.50	2.70	3.60	4.40	10.00	—
11 Dr. Burrell (Per).....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
8 <b>DORSETT</b> (Per).....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
6 <b>FAIRFAX</b> (Per).....	.30	.45	.75	1.30	1.75	2.10	4.75	21.25
11 Fairmore (Per).....	.50	.90	1.50	2.70	3.60	4.40	10.00	—
11 Howard 17 (Per).....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
11 Klondyke (Per).....	.25	.40	.60	1.00	1.35	1.60	3.50	15.00
11 Missionary (Per).....	.25	.40	.60	1.00	1.35	1.60	3.50	15.00
11 Narcissa (Per).....	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
3 Northstar (Per).....	.65	1.10	2.00	3.60	5.10	6.40	15.00	60.00
4 <b>PREMIER</b> (Per).....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
11 Senator Dunlap (Per).....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
11 SOUTHLAND (Per).....	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
<b>Midseason Varieties</b>								
14 ABERDEEN (Per).....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
14 <b>BIG JOE</b> (Per).....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
12 <b>CATSKILL</b> (Per).....	.30	.45	.75	1.30	1.75	2.10	4.75	21.25
14 Culver (Per).....	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
14 Glen Mary (Per).....	.35	.50	.85	1.50	2.10	2.60	6.00	27.50
14 Red Heart (Per).....	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
14 Pathfinder (Per).....	.40	.65	1.20	2.00	2.70	3.40	8.00	35.00
<b>Late Varieties</b>								
16 Aroma (Per).....	.25	.40	.65	1.10	1.50	1.80	4.00	17.50
16 <b>BIG LATE</b> (Imp.).....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
15 <b>CHESAPEAKE</b> (Per).....	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
16 Gibson (Per).....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
16 Haverland (Imp.).....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
16 LUPTON (Per).....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
16 New York (Per).....	.40	.60	1.00	1.70	2.40	3.00	7.00	32.50
16 Parsons Beauty (Per).....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
16 Sample (Imp.).....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
16 WM. BELT (Per).....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
<b>Very Late Varieties</b>								
16 GANDY (Per).....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
16 Orem (Per).....	.30	.45	.75	1.30	1.80	2.20	5.00	22.50
16 Pearl (Per).....	.30	.45	.70	1.20	1.65	2.00	4.50	20.00
<b>Everbearing Varieties</b>								
31 Champion (Per).....	.40	.60	1.00	1.70	2.40	3.00	6.75	32.50
31 <b>GEM</b> (Per).....	.40	.60	1.00	1.70	2.40	3.00	6.75	32.50
30 <b>*GREEN MOUNTAIN</b> (Per).....	.60	1.00	1.70	3.00	4.00	5.00	12.00	50.00
30 <b>MASTODON</b> (Per).....	.40	.60	1.00	1.70	2.40	3.00	6.75	32.50
31 Progressive (Per).....	.40	.60	1.00	1.70	2.40	3.00	6.75	32.50
31 WAYZATA (Per).....	1.50	2.50	4.00	7.50	10.50	13.00	30.00	—

500 plants or more of a variety at the 1,000 rate.

All plants f. o. b. Salisbury, Maryland, at prices quoted.

Send us your list and we will be glad to quote delivered prices.

\*Green Mountain plants are bought with the understanding that they are not to be propagated for sale without permission of patent holder.

# FAIRFAX

Supreme in  
Quality



**THE W.F. ALLEN CO. SALISBURY, MD.**



# CATSKILL

Best  
Mid-Season  
Berry